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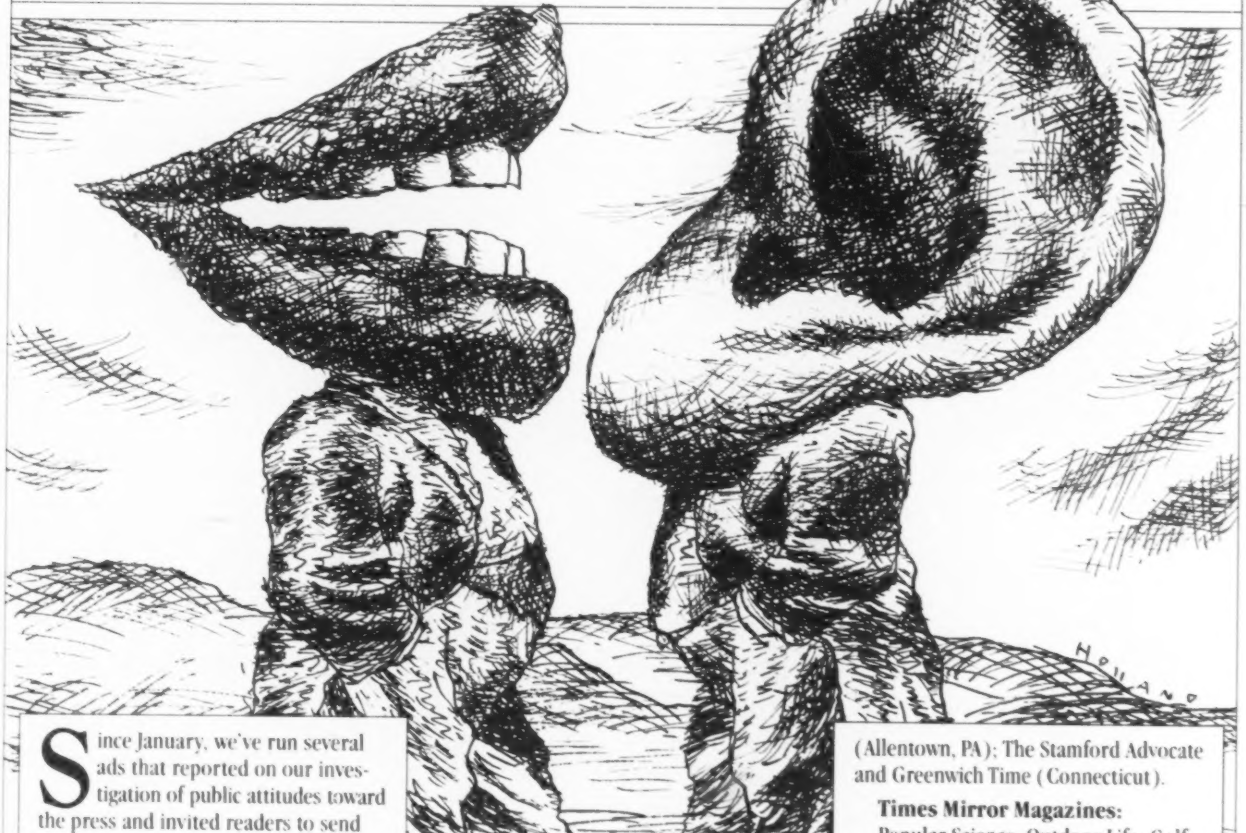

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CHAIRMAN'S CORNER

Future of Advertising project focuses on revenue opportunities

(Note: I've asked Newspaper Advertising Bureau Chairman Frank Daniels Jr. of The News and Observer and The Raleigh (N.C.) Times to write this month on the important, industry-wide Future of Advertising project. ANPA supports this much-needed, high-priority effort. Every newspaper executive needs to follow its work, to help when asked, and to implement its new ideas and tools.

—Alvah H. Chapman Jr.)

FRANK DANIELS JR.

More than 125 leading newspaper executives are working together in a specially targeted and intensive way to identify future advertising opportunities for newspapers and to develop specific programs and tools to help each individual newspaper provide better and more effective services in coming years.

These executives are committing their time and talent to the Future of Advertising project under the chairmanship of Harold W. Andersen of the Omaha World-Herald. They are doing it because times have changed—and continue to change. They are doing it because the revenue opportunities before us are positively mind boggling.

You know about the changing times. Total advertising has been growing faster than newspaper advertising. Our share of the advertising dollar has slipped. We carry more ads, in dollar terms, than any other medium, but television and direct mail have grown dramatically. We have responded with creative marketing that has shown our effectiveness in the face of fragmented television and cable audiences and demonstrated our flexibility to provide shared mail projects of our own that give advertisers what they want and need.

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The opportunity is large, and the 10 working subcommittees of the FOA project already are finding ways to help us improve our printing quality, offer more standardized ad sizes, zone more effectively, initiate more standard invoicing, generate classified volume, make individual decisions about more understandable rate systems, train sales people for the new environment and give them specific tools to carry on the job, and produce ever-better editorial materials quickly and accurately. You have seen some of the print-quality and readership publications and recommendations from these working groups already; you will be seeing more.

The hours of hard work are paying off. Newspaper people are good about working together for the common good. We like to help each other. NAB and ANPA are the clearinghouses for our work. Each of you now needs to help when called upon and to consider thoughtfully the suggestions and recommendations from the Future of Advertising project. Your views are wanted and needed, too, because the project is for our common good.

Frank Daniels Jr.

Frank Daniels Jr.

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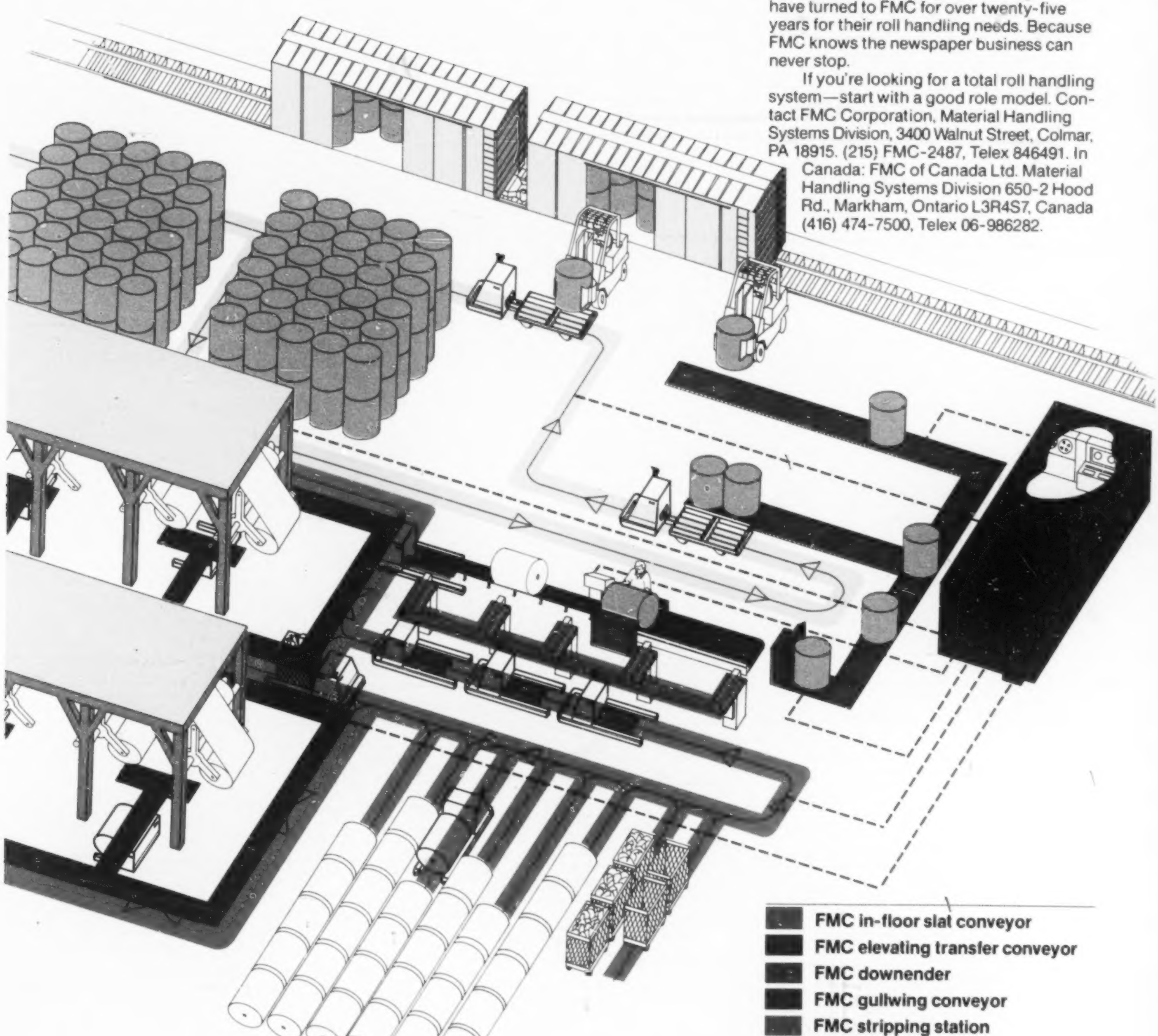

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NOT THEIR CALLING

CELLULAR RADIO

Portable phones are a hit, as predicted, but newspapers back off from system ownership

BY GENE GOLTZ
presstime staff writer

To visionaries and skeptics alike, cellular radiotelephone has been an electronic pipe dream of the '80s—or the '90s. Just about everybody would have a cellular phone in the vest pocket, another on the wrist and two in the car.

One could call home from the old fishing hole and tell the spouse to put on the frying pan. You could close a million-dollar deal in New York City while stuck in rush-hour traffic in Cincinnati. Portable telephone transmitting-receiving towers would dot the countryside.

"The cellular system," says Stuart Crump Jr., author and cellular pioneer, "means you can telephone anybody anywhere without being tied down to a telephone line."

To the surprise of some people, this is one dream (a predicted $10-billion industry by 1990) that is coming closer to reality. Cellular telephone customers are multiplying like rabbits.

It is becoming obvious, however, that newspapers—many of which had pioneered in cellular development—will not play a big part in the brave new world of cellular phones. In fact, newspapers play hardly any role at all in cellular any more.

Recently, some of the few remaining newspaper companies active in cellular enterprises—Cox Enterprises Inc., The Washington Post Co. and McClatchy Newspapers—have announced plans to get rid of some or all of their cellular holdings.

There are many reasons for this, but a principal one was the decision of the Federal Communications Commission to begin awarding franchises by lottery.

Besides The Washington Post Co., the only newspaper publisher left with any major-league cellular holdings, according to data gathered from the FCC and other sources, is Affiliated Publications, publisher of The Boston Globe.

Affiliated owns 45 percent of McCaw Communications Inc. of Bellevue, Wash., which in July doubled the number of systems it owns to 14. The company purchased from MCI Communications Corp. a majority interest in cellular systems in Minneapolis, Sacramento, Salt Lake City, Pittsburgh, Denver, San Antonio and Fresno, Calif. McCaw previously operated cellular in Seattle, Tacoma, Kansas City, Wichita, Oklahoma City, Austin and Portland, Ore.

Cox announced in April it was going to sell its only venture into the cellular industry, Cybertel Corp., a mobile communications company in St. Louis that includes cellular operations.

William L. Killen Jr., manager of financial analysis and planning at Cox Enterprises, says Cybertel began selling cellular phone subscriptions in 1984, and subscriber growth exceeded expectations. Nevertheless, expectations had been modestly set, Killen said, and at the end of the year the operation was in the red because of heavy start-up costs.

With at least 131 cities already served by cellular phone systems (and more being added all the time), these four newspaper-related firms—Affiliated, Cox, McClatchy and The Washington Post Co.—have holdings in just 17 of them.

> *"The FCC has created a monster they can't control" with the lottery system for awarding franchises.*

Another newspaper company, Knight-Ridder Inc., sold all its cellular interests—they were in eight cities—in December 1984 when the FCC made its decision to award future franchises by lottery.

RETRENCHMENT REASONS. The FCC's approach in the beginning had been to screen each applicant and hold a public hearing before awarding a so-called "non-wireline" cellular franchise.

Two cellular systems are allowed in each city. One is operated by a "wireline" company, which is usually the local telephone company that owns the telephone lines. The other is awarded to an outsider, or "non-wireline" company.

As applications became more numerous, and as the hearings became too time-consuming, the commission decided to allow virtually anyone to apply for a cellular license and to resort to the lottery method of awarding them.

The FCC has targeted 305 urban areas in the country as being feasible for cellular operations. Expansion to rural areas will take place later.

But one result of the lottery system was that the commission had a staggering 90,000 applications on file when it closed out applications May 23 for the last of those 305 areas.

"The FCC has created a monster they can't control," says John Bain, vice president for research at Shearson Lehman Brothers Inc. in New York City.

"Knight-Ridder really wasn't interested in getting into it in that way," says company spokeswoman Mary Crowson, referring to the lottery procedure. "We had a feeling that not all the applicants are that reputable. You can be some 'Joe Schmo' and apply without any financial backing and become the owner of a cellular company. We had a reputation of being a fine, upstanding company, so we pulled out of cellular at that point."

McClatchy Newspapers also effectively pulled out when the lottery came in. Companies interested in various geographic areas began to bargain with each other as to who would get a piece of the action in a certain area no matter whose name came up as the winner. McClatchy agreed to withdraw from several areas where it had submitted applications in return for a controlling interest in the Oxnard, Calif., franchise.

"Before the lottery, we had spent a lot of money, as much as $50,000 a pop, on engineering studies and applications for each location," says Erwin Potts, Mc-

NORTH
Providence
Boston
TOLL BRIDGE
91
NORTH
Hartford
Springfield

Southern New England Telephone operates the Linx cellular phone service in the Hartford area.

Clatchy executive vice president. "We faced the prospect of getting maybe 15 good operations because we had a good reputation in those communities. Suddenly, with the lottery, we saw a chance of no more than one or two and being in partnership with somebody we didn't know."

Now, says Potts, the company controls only the Oxnard franchise. Oxnard is adjacent to Los Angeles, where the franchise is already reportedly overloaded as a result of its attracting 60,000 customers. Potts says his company has no specific plans for development in Oxnard.

Observers, analysts and investors give several other reasons for the newspaper industry's prevailing hands-off approach to cellular systems:

- **Money.** It costs millions to build a central cellular transmitting station plus the auxiliary stations located in each "cell," or zone. This capital can be tied up for as long as 12 years before the investment is recouped, although a company can achieve a positive cash flow—that is, its revenues can exceed expenses—in three years or less.
- **Uncertainty.** Is cellular only for traveling salespeople and executives? With costs of actually having one in a car still hovering around $150 a month, will the ordinary American want a telephone under the dashboard?
- **Belonging.** Some observers believe newspapers do not belong in cellular radio, which depends, after all, on tapping into the existing telephone system. These observers say the phone companies have a major advantage because of their familiarity with the equipment and because of their likely tendency to favor their own "wireline" cellular operations over the rival "non-wireline" ones.

It was for an entirely different reason that The Washington Post Co. announced June 30 it will sell its 20-percent interest in the Washington-Baltimore cellular systems to Southwestern Bell Corp.

The Post's proposed sale was taken in response to Metromedia's announcement that it was selling its entire mobile telephone and paging system to Southwestern Bell, a "wireline" company, for $1.65 billion. Metromedia, previously the nation's largest investor in those businesses, had held 54.6 percent each of the Washington and Baltimore franchises; the Post had 20 percent, and several other companies split up the remainder.

Guyon (Chip) Knight, the Post company's vice president/corporate communications, says the Washington-Baltimore operation "was making money. We want to reinforce that this was an excellent business." The Post decided to offer its cellular share for sale because it was deemed to be in the best interests of the company to follow the lead of the majority holder, Metromedia, when it sold out, he says.

The optimistic predictions of profitability ran about 10 years ahead of their time.

According to Knight, the Post Co. expects an after-tax gain of between $20 and $25 million.

He says the Post will retain its 60-percent cellular interest in Miami and its 18-percent interest in Detroit.

Southwestern Bell, with its six existing cellular operations and the purchase of Metromedia's holdings in eight cities, becomes the nation's largest cellular operator with 14 systems in markets containing an estimated 45 million people, according to Advertising Age.

A FAST START. When the FCC announced on April 9, 1981, it would begin accepting applications for cellular radio systems in the country's 30 largest urban areas, enthusiasm was almost unrestrained. Many financial analysts advised newspapers to invest in the new industry.

Twelve of the 142 applications for the first 30 markets were submitted by newspapers [presstime, Nov. 1982, p. 18].

Cellular is a big jump forward from conventional mobile phones, which have been around since the 1940s. Mobile phones are restricted to only a few radio channels per city. And only one person can talk on the frequency at a time.

Cellular, by contrast, can handle thousands of calls in a city on only a few channels. This is because it uses extremely weak signals that are renewed from one sector, or "cell," to another. Numerous callers around the city could be using frequency no. 2, for instance, because the weak signals do not travel far enough to interfere with each other.

In Chicago and environs, the nation's third largest metropolitan area with a population of about 8 million, only eight callers at a time were able to use mobile phones. Users were waiting for a miracle to happen.

The miracle was cellular. The catch was that someone had to build a whole lot of towers, one for each cell.

Kris Betker, public relations coordinator for McCaw Communications, estimates that it costs $500,000 per cell site and $1 million to $2 million for a switching system that enables a phone to switch automatically to the nearest cell as the user travels. The average cost to install a 12-cell system in a city the size of Seattle or Kansas City, Mo., is $10 million, Betker says.

Industry records show that demand for cellular services tripled in 1985 from the previous year, and that by the end of 1985 there were 340,000 cellular customers nationwide, served by 105 systems. At least 26 additional systems have gone into operation since then.

As the ranks of customers have grown, user fees have decreased. Four years ago a cellular telephone purchased and installed in a car cost about $3,000; now they are being advertised for $1,000 or less.

Rentals are available for prices ranging from $19 a month upward; $29.95 a month is rapidly becoming a standard rental fee in the industry. There is also a monthly access fee or service charge of $15 a month or more, plus charges by the minute when the phone is in use.

A year ago, the trade magazine Cellular Business found that average monthly costs ranged from a low of $89.83 in Milwaukee to $180.80 in Miami. This is based on 250 minutes' usage during peak hours (usually 7 a.m. to 7 p.m.) and off-peak usage of 75 minutes.

It's generally agreed that the ordinary citizen will not pay that kind of money to have a cellular phone in the car.

DO NEWSPAPERS BELONG? In retrospect, William L. Dunn, vice president and general manager of Dow Jones & Co., seems something of a prophet with his observation in the fall of 1982 that the entry of newspapers into cellular seemed "faddish."

Dow Jones, Dunn says, never got into the business. "Cellular," he says today, "is all sort of alien to what newspapers have done. One of the things we were concerned about," he says, "was that you were going against a common carrier with unlimited resources"—the local telephone company.

Dunn, a former member of the ANPA Telecommunications Committee, believes that when the cellular system finally matures and shakes out, there will probably be "only one survivor in a city." And the phone companies with their experience in electronics likely will be the survivor.

Bain of Shearson Lehman Brothers is one of a few who cautioned newspapers to be wary of investing in cellular, because the profits would be a long time coming.

"Cellular was a pretty hot deal in the early '80s," says Bain, "but it pretty much takes 10 years to make a profit." Nevertheless, he says the growth of cellular operations is on track with his early predictions. "I'm very pleased with cellular's progress. I'm tickled pink with it."

When it comes to newspapers' involvement in cellular, however, Bain says cellular has about as much relevance to print as "two dentists and a golf pro" investing in the radiotelephone business.

Herschel Shosteck, an economist and management consultant who has specialized in cellular markets since their inception in 1981, puts it more strongly. "There was a general euphoria when this new technology came out, and it was hyped by Wall Street and by an irresponsible and lazy press," he says. "So many people were enamored of the fantasy of cellular technology, they refused to examine any realistic or thoughtful analysis of the industry."

Shosteck insists he is not pessimistic about the future of cellular, but he says the optimistic predictions of its profitability ran about 10 years ahead of their time.

And he agrees with Bain that cellular operations and newspapers are not exactly a natural alliance. "From the point of view of the newspaper industry," Shosteck says, "you have to distinguish between mass communications, which newspapers know, and telecommunications, which is more a one-to-one communication. They are very different kinds of businesses."

Newspapers, like any other cellular investor, should not expect quick profits, he says. "A lot of them are in for disillusionment. Unless you have very deep pockets, you can't afford to be a part of it." ☐

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CUTTING PRESSURE ON DUES

CLIPPING SERVICES

More state press groups are using them to supplement annual revenues

BY MARCIA RUTH
presstime staff writer

To clip or not to clip: That is a question many state press associations answer in the affirmative. Over the past decade or so, several associations have started clipping stories from member newspapers, categorizing them and selling the packages to everyone from large corporations to politicians to everyday citizens with a cause or a special interest.

Why a clipping service? Mostly for the money.

In Illinois, where dues comprise only 15 percent of the press association's income, the clipping service brings in 35 percent, says Executive Director David L. Bennett. "It is the most profitable part of my association," says Bennett, who notes that "when we have these extra sources of revenue, it takes the pressure off dues."

Many press associations also view clipping services as a way to raise the profile of newspapers, possibly increasing both readership and advertising. "It shows the impact of the printed word," says William A. Bray, executive director of the Missouri Press Association. "I think clipping bureaus really extend the influence of the newspaper."

Others, however, consider it inappropriate or inefficient for press associations to get involved in activities not of direct help to newspapers. The Michigan Press Association dropped its clipping service—selling it at a "handsome profit"—because "the board felt the manager's time could be better spent in services that directly benefit our members," says Executive Director Warren M. Hoyt.

Similarly, the executive director of the Pennsylvania Newspaper Publishers Association, Raymond C. Jones, comments: "It's a gross distortion of what we are here for. We're here to help members put out newspapers, and to run a business on the side is pretty silly."

Instead, advertising sales provide a prime supplement to dues income for MPA and the annual America★East Newspaper Operations Conference serves the same purpose for PNPA.

And some association heads note that although clipping services are particularly useful for cash flow, there are more significant sources of income.

At the Washington Newspaper Publishers Association, advertising contributes 75 percent of operating revenues, says Executive Director Jerry Zubrod. The clipping service brings in two-thirds of the amount generated by dues, which provide only a small portion of the association's income. It is a "good auxiliary item for cash flow, but I would never look at a clipping service . . . as a major source of income," he says.

But for those associations in the clipping business, the system works basically like this: Newspapers, as part of their membership agreement, send copies of each issue to the association. There, employees mark, clip, sort and then mail clippings to clients who want to know how certain topics are treated in the press.

In most states, the steadiest clients are governmental agencies, political candidates, private corporations and public interest groups. Entrepreneurs also use the services for "prospecting." For instance, in the search for potential clients, wedding photographers can obtain published engagement announcements, or construction companies can get governmental stories about roadbuilding.

Typically, press associations operate these services in-house with full-time employees. In addition to its regular staff, IPA has six "readers" and three "clippers," who work in separate rooms under the supervision of Mary Alice Staats, manager of the Illinois Press Clipping Service.

But at the Virginia Press Association, a full-time manager oversees what Executive Director Raymond C. Carlson calls a "cottage" industry of four people who read and clip at home.

The few associations that have dropped clipping services recently complain about personnel problems in what tends to be, at least at the beginning, a minimum-wage job. But others laud the people drawn to this work.

"Attrition with 'readers' is low. They get this job and seem to love it," says Donald G. Campbell, assistant director of the Tennessee Press Association. "It takes a certain kind of person . . . someone who has a real quick memory, someone who is mentally alert," he says. The job has obvious benefits "if you like to read, if you like to know what's going on."

Some say the margin of profit in this labor-intensive business is too low to make it worthwhile, while others say clipping-service revenues far exceed expenses.

Most clients pay by the month and by the clip. For example, in Tennessee the association charges $23 a month and 23 cents per clip; in Illinois, where there are more than 700 papers, the fee is nearly twice as high—$40 a month and 40 cents a clip.

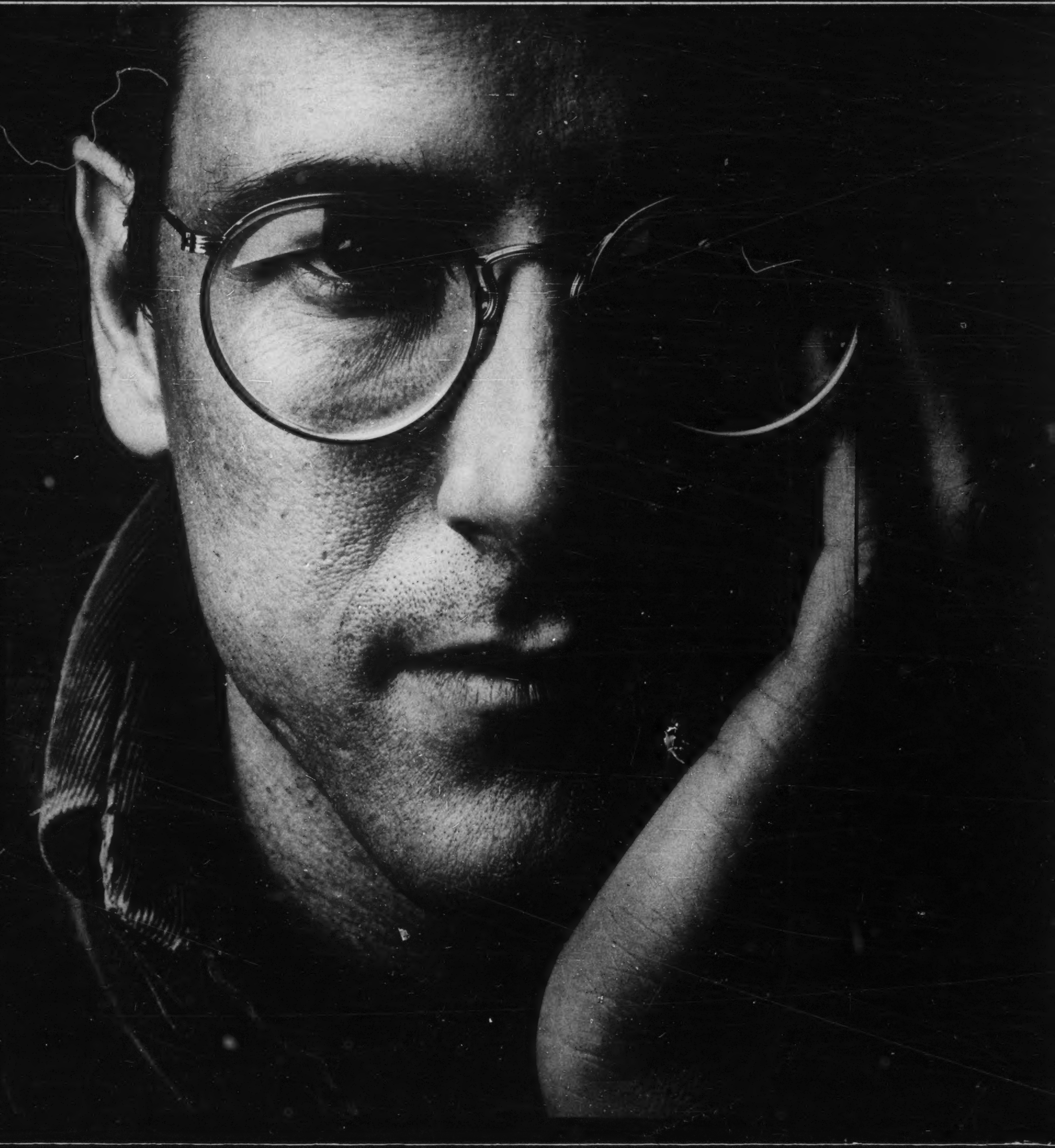
Some associations charge a premium rate for faster than usual service, such as daily or emergency deliveries.

The trend toward clipping services appears to be continuing as some associations not now involved acknowledge they are examining the practice. For example, the Georgia Press Association, which sells copies of its members' papers to a private clipping service, is "looking at the possibility" of starting an in-house service, according to Executive Director Kathy T. Chaffin.

But ruminating over what she believes could be a "management nightmare," she observes "there are other things that are easier to do to benefit the association." □

Rich Saal

Ed Kienzler of the Illinois Press Association works at a board holding 760 tabs that are pasted to clips showing the paper in which a story appeared.



David Leeson, Photographer, The Dallas Morning News

■ There's a volcano of violence erupting in South Africa. At the very core is apartheid, the system of racial separation mandated by South African law and enforced by a powerful combination of bureaucratic regulation and force. Through the lens of his camera, photographer David Leeson of The Dallas Morning News documented the strife and suffering generated by apartheid, when he and staff reporter Michael Precker traveled through South Africa for two months in 1985. What emerged was an award-winning report published by The Morning News last November entitled "South Africa: Its Troubled People." Leeson's photographs revealed two disparate worlds on a collision course, with both blacks and whites feeling the frustrations of inequality, alienation and an ever present sense of burning rage. ■ Giving Dallas area residents insight into other countries and cultures with photojournalism of the highest standards is yet another reason why Dallas reads The Dallas Morning News.

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Dallas
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INCREASED COMPETITION CITED

PROMOTION

A *new attitude at the top leads to increases in ads and events funded by newspapers*

BY LOUIS MINTZ

Facing stiff competition on all fronts, newspapers are relying more on their promotion departments to sustain and bolster readership, attract advertising, and maintain high visibility in their communities.

This is in stark contrast to the attitude held by many publishers as recently as a decade ago—a time when promotion personnel routinely complained that management ignored their needs and shortchanged their efforts.

These charges were well-founded in many cases. Publishers were known to be skeptical about advertising in other media; they perceived such efforts to be both a boon to the competition and a drain on revenue.

Sponsorship of special events and community projects often was viewed with disdain because it failed to generate income.

Today, however, a new, market-oriented attitude is pervading the offices of many top newspaper executives. Publishers are spending more money on sales/advertising campaigns, committing more resources to event marketing and restructuring departments to facilitate promotion efforts.

"Publishers are taking a new, fresher look at what promotion can do for them," says Kathy Clay, director of promotion and public service of the Pensacola (Fla.) Journal. "More and more emphasis is being put on promotion because publishers are finding that with increased competition for the advertising dollar and an overall decline in circulation, promotion departments are coming in and helping to bring results."

Clay, however, also sees room for improvement. "Change takes a long time," she says. "There are still many traditional, conservative publishers who don't see promotion's marketing-support aspects." A recent study by the International Newspaper Promotion Association confirms her suspicions, uncovering gaps in promotion efforts that many newspapers have only begun to fill.

The concept of the "total newspaper"—a coordinated overview of a newspaper's missions, market and organization—appears to be the key component in any successful promotion/marketing strategy. But while a number of newspapers adopted that concept in the 1970s, organizational and structural changes at most papers are a fairly recent phenomenon.

Three years ago, in an attempt to relate promotion and marketing efforts to its strategic objectives, the Chicago Tribune established a Promotion Steering Committee. Richard Honack, manager of promotion and special events, calls it "a super way to work," as the committee involves top executives in promotion.

On the committee are Honack and five others: the president and chief executive officer, executive vice president and editor, vice president of circulation, vice president of marketing and manager of advertising.

Innovations of this sort are appearing not only at big-city papers. For example, at the Macon (Ga.) Telegraph and News (circulation 71,921), management formed a Marketing Task Force three years ago to facilitate its "total newspaper" efforts.

"The nice thing about it is that you can cross division lines, something that doesn't usually happen at newspapers," says Dave Wallace, director of promotion and public service. "Conflicts can be resolved right there on the spot, and pretty soon you have a very coordinated effort." Wallace is joined on the six-member task force by the general manager, editor, advertising director, circulation director and personnel director.

> A *new, market-oriented attitude is pervading the offices of many top newspaper executives.*

MEDIA ADVERTISING. Strengthened by these coordinated efforts, newspapers are relying increasingly on radio, television and, in some cases, cable TV and videotex, as promotional outlets.

According to an analysis of Broadcast Advertisers Reports data by the Television Bureau of Advertising, newspapers have more than doubled their use of television commercials in the nation's top 75 TV markets since 1980. Last year alone, newspapers spent a record $31.7 million on television spots.

A similar increase has occurred in radio advertising. The Radio Advertising Bureau reports that total newspaper advertising expenditures in spot radio grew to nearly $8 million in 1985, more than seven times the amount spent by newspapers in 1980. Most of this rapid growth took place last year, when total expenditures were double 1984 levels.

INPA staff assistant Michael Kane explains the increases by saying that in contrast to views that prevailed until recent years, many top newspaper executives now view placing advertisements in other

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Mintz, a Duke University senior, is interning at presstime *this summer.*

The Daily News added to New York's Liberty Weekend excitement July 5 by sponsoring the Great Blimp Race.

Bill Eppridge, Sports Illustrated

media as an asset, not as a liability.

A **presstime** random sampling of 15 U.S. dailies found that newspapers throughout the country, regardless of circulation size, have increased their use of advertising in other media.

Examples include:

- Worcester (Mass.) Telegram and The Evening Gazette. Ten years ago, the promotion department of these two papers served primarily a public relations/community events function. By 1980, management had made a strong commitment to promotion, marketing and communications, including a "fully thrashed out multi-media advertising campaign," according to Russell Donnelly, promotions manager. The campaign included a television spot on cable's Music Television Network and heavy use of direct mail.

Donnelly also notes his department's heavy reliance on in-house advertising, as the Telegram and Evening Gazette are the second- or third-largest advertisers in the papers. He adds, "I'm still amazed at the number of papers in the industry that still allot under 1 percent of revenue to advertise themselves."

- San Francisco Chronicle. In addition to extensive use of radio and television, the Chronicle is currently experimenting with Teleguide, a local videotex service. "It is very attractive to us," says Phelps Dewey, assistant to the publisher. "You can make your pitch and then get a response right away."

- The Dallas Morning News. Prior to 1979, it had a nine-person department in charge of promotion, research and public relations. Today, Vice President of Marketing Harold Garr supervises three separate departments with a combined staff of more than 30 people. With a "market-driven attitude toward promotion," the paper has made extensive use of radio and TV—including spots on ESPN and Cable News Network.

SPECIAL EVENTS. A similar trend appears to have swept over community affairs/special events promotion. While some papers have been dedicated to community participation for a century or more, others are just beginning to establish a high-visibility profile in their community [**presstime**, Nov. 1985, p. 32].

> *"It adds to the integrity and believability people have in your product."*

Kane of INPA again cites a change in publishers' attitudes for the greater emphasis on community events.

He and other industry observers say that a new breed of publishers has abandoned the conservative, profit-oriented view that if a project does not make money, it is not worth conducting. Today, practically all publishers and promotion/marketing personnel believe a good relationship with the community is essential for the long-term profitability of the paper, especially in light of several recent reports attacking media credibility.

"The more sophisticated papers have realized the ongoing need for promotion and event marketing," says John Campi, vice president of promotion and public relations at the Daily News in New York City. "It adds to the integrity and believability people have in your product."

The Daily News is currently involved in a number of community projects and special events, including sponsorship of spelling bees, art expositions, New York Pops concerts and two annual street fairs, making the Daily News, in Campi's view, "part of the fiber of this city."

Campi and the Daily News also took the excitement of the recent July 4th/Statue of Liberty celebration beyond the confines of New York Harbor with the first-ever Daily News Great Blimp Race. Four blimps sponsored by different companies traveled around the New York tri-state area before racing 12 miles down the Hudson River. Fuji, sponsor of the victorious airship, donated the $25,000 first prize to the Boys Clubs of America.

Other papers are committing similar resources to event marketing. One such paper is the San Francisco Chronicle, which Dewey says is making a big push toward increased community involvement. "We found the public is very responsive," he says. "When you can draw 50,000 to 100,000 people to an event, you know you are hitting the right note." The Chronicle currently sponsors a number of events, including a personal finance fair, comedy day and cable car festival.

Equipped with a new Public Affairs Department, The Hartford Courant published a "Connecticut Celebrity Register" in its May 18 issue of Northeast, the paper's Sunday magazine. The edition celebrated Connecticut's 350th birthday with highlights about 350 celebrities who reside in the state. "We thought a salute to the state would fit in with the anniversary spirit," says Communications Manager Dennis Schain.

The paper also signed up 13 of the celebrities to help raise money for Camp Courant, the newspaper's free summer day camp for Hartford children. The 92-year-old camp attracts close to 500 children a day and provides each with lunch and transportation at no charge. "I think we are the only paper in the country that actually administers a camp; we don't just make a donation," says Schain. "Of everything we do, it really reaches the inner-city community the best."

Increased emphasis on community affairs, however, is not just a trend sweeping up the nation's Atlantic and Pacific coasts. In the Midwest, the Kansas City Star Co. embarked on a major PR and promotion campaign three years ago in hopes of building a stronger bond between its newspapers—the Kansas City Star and Kansas City Times—and the community. The campaign has produced a positive response from the public, as well as other "intangible benefits," according to Jeff Hall, vice president of marketing. "The returns are difficult to quantify," says Hall, "but if nothing else, it has increased the community's awareness that we are a good corporate citizen."

The Star Co.'s campaign includes two major community programs. Project Literacy, aimed at teaching illiterate adults how to read using the newspaper as a tool, has been called one of the more innovative programs of its type in the country [**presstime**, Sept. 1985, p. 28]; the other, Project Warmth, has raised over $400,000 and 100 tons of goods for the needy in Kansas City over the last three winters.

Other creative attempts by newspapers to improve community ties include:

- The Wichita Eagle-Beacon's "Great American Newspaper Airplane Championship." The paper began sponsoring the event three years ago. Contestants try to toss paper airplanes through the open sunroof of a new car, with the eventual winner taking home the prized auto. Response to the contest and other Eagle-Beacon events has been overwhelming, according to Promotion Director Bill Beck. "We are owned by a group (Knight-Ridder) outside of Wichita, which makes it doubly important to maintain our exposure," he says.
- The Fort Lauderdale News and Sun-Sentinel's free reprints on the drug-related death of basketball star Len Bias. The reprints contained news stories, columns, and editorials chronicling his tragic death from cocaine intoxication. "We looked at our work and thought it was good," says R. E. Plaisted, director of marketing, "but more importantly, we thought it contained a message. . . ."

Plaisted notes that the newspaper was primarily looking to reach kids and young adults with the reprints. "We thought it was a good vehicle to command attention from an audience not reached by routine drug information hotlines." Within 24 hours of making the supplement available, the paper received more than 6,000 requests for copies.

- The Binghamton (N.Y.) Press and Sun-Bulletin's "Hands Across Broome." This local version of Hands Across America focused attention on the hungry and homeless of Broome County, N.Y. The event, held the same day as the trans-national program, allowed citizens who donated money and food to join hands at local high schools.

Despite advances, promotion efforts at many newspapers are still not getting the attention they require.

While many newspapers have no doubt placed a greater emphasis on establishing a presence in their communities, a slightly different promotional challenge faces The Boston Globe. At the age of 114, the Globe has been dedicated to community service for many decades; the problem is that few people have been connecting the Globe to the many successful events it sponsors, according to Dick Collins, director of public affairs.

In response, the paper has taken a "more organized approach to handling external communications," says Collins. This has been accomplished in part by a departmental reorganization last year that split the Globe's Promotion Department into two distinct divisions: Sales Promotion and Public Affairs. Collins says the new structure is indicative of the subtle difference between promotion and public affairs—the former representing the "art of persuasion," the latter characterizing "the art of confrontation," albeit confrontation in a modest sense.

"It has become a little more evident," Collins notes, "that perhaps the Globe should do a better job telling our readers what the Globe does and means to the community," especially in light of recent attacks on industry credibility. "We've realized we should call more attention to ourselves." He adds that "this realization extends to the whole industry. We think we are on the right track."

NEEDS STILL EXIST. Despite these recent advances, promotion efforts at many newspapers are still not getting all of the attention they require, according to a recent survey conducted for INPA.

The study is the first part of an INPA program designed to identify the role of newspaper promotion in an overall marketing effort and to measure "the impact and effects of promotion campaigns."

In the study, 30 newspaper marketing, promotion and research executives were queried about how their papers evaluate their promotion efforts. It found, among other things, "a lack of management support for promotion evaluations," stating that "research dollars are much more readily available for other functions such as advertising or news/editorial."

Only two of the executives said their papers conducted "pre-campaign" tests of promotions on a regular basis. Although 12 said their papers "frequently" conducted "post-campaign" tests, the study found "something of a malaise among respondents because of inadequate budgets and management commitment to regular post-testing."

Given these shortcomings, the INPA report cited some future directions for newspaper promotion. More than half of the executives mentioned the need for better target marketing, while a number of other comments focused on the need for better research, more orientation to goals, and the development of new, more creative promotion ideas.

Still, few in the industry deny that promotion has caught the attention of most publishers. "Finally the industry realizes the importance of telling readers why they should buy us," says Paula Redmann, promotions/human resources coordinator of The Bismark (N.D.) Tribune.

Her efforts have not brought the Tribune any substantial circulation gains in that depressed farm and energy area. But while she admits that circulation has been "flat" over three years, she exclaims: "I'd hate to think of what would have happened had we not been here." □

Photo by Jim Osborn, The Kentucky Post

WHO CARES?

When The Kentucky Post responded to a tragic hostage story, it also discovered a sad waste of young lives on the streets of Covington and Newport, Ky.

Children as young as 11 were on the streets drinking, taking drugs, selling sex, and stealing.

The young man who terrorized and threatened two boys for hours was killed by police sharpshooters—but not before he revealed sexual involvement with other boys and told police where to find the bodies of two boys he had murdered.

The Kentucky Post didn't just report the tragedy. The newspaper issued a call to action and organized a "Summit for Our Kids." By soliciting the endorsement and participation of Northern Kentucky social and community service organizations, businesses, schools, churches and parents, the paper brought the community together to create a plan for action.

The paper also researched a series that further emphasized the vulnerability of street kids and the frustrations of those who try to help. Somebody does care.

SCRIPPS HOWARD NEWSPAPERS

We Make a Difference

DELIVERY VEHICLES

Newspapers use an increasing variety of trucks to meet their special needs

BY ROSALIND C. TRUITT
presstime technical writer

Whether they have a fleet of more than 200 vehicles, as does the Los Angeles Times, or just two trucks, like the Alexandria (Va.) Gazette, transportation and circulation executives at newspapers around the country expect a lot from their delivery trucks—in particular, fuel efficiency and durability.

As they look at trucks that can maneuver on narrow city streets and withstand loading dock scrapes, they are finding their range of choices expanding as more manufacturers design vehicles for the newspaper industry.

Domestic trucks manufactured by such companies as Grumman Olson, Ford, General Motors and Chrysler are chosen most frequently, according to newspaper circulation executives. However, foreign manufacturers including Iveco of Italy, Hino of Japan and Mercedes Benz of West Germany are gaining converts.

There are thousands of newspaper delivery vehicles dropping off bundles and stocking newsracks every day. An exact accounting of all those trucks is hard to determine, because the nearly 1,800 daily newspapers in the United States and Canada are constantly adding to and subtracting from their fleets.

But the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association offers some clues. In 1985, the 619 newspapers participating operated 12,429 vehicles.

The vehicles being used nowadays to get newspapers from the printing plant to the deliverers and to single-copy sales outlets come in many sizes and shapes. They range from large tractor-trailers for bulk deliveries to central distribution centers to small vans that may stop at 80 or more stores and newsracks each day. However, most are panel trucks within those extremes.

> *They range from large tractor-trailers to small vans that may stop at 80 or more locations daily.*

When it comes time to select a truck, the choices go far beyond size. Should the fuel be gasoline, diesel, propane or natural gas? Is a body of fiberglass-reinforced plywood or of aluminum more durable for the long haul?

Fuel efficiency is first on most fleet operators' lists of desirable features, because the vehicles travel tens of thousands of miles annually and in some cities are on the road day and night. The 12,429 vehicles tracked in the 1985 Safe Driving Campaign logged a whopping 279.5 million miles.

To gain fuel economy, many newspapers have turned away from gasoline and toward diesel fuel. Others have switched to propane or natural gas.

For durability, newspapers are turning to trucks with aluminum bodies as well as those constructed from a combination of fiberglass and plywood. Many circulation executives say that trucks with those types of bodies hold up over longer periods of time than do bodies of reinforced steel, which is important because the vehicles can be viewed as mobile billboards for the publications they deliver. One concern is whether the trucks can withstand the minor dents and scrapes of loading-dock squeezes.

Another side of durability is maintenance, and many papers with diesel trucks say those engines cost less to maintain over long periods of time.

DIESEL BENEFITS. Although diesel engines have been the norm for heavy-duty trucks for decades, only in the last few years have smaller commercial trucks with diesel engines become popular among businesses like newspapers.

Diesel engines are seen as a cost-effective alternative to gasoline for several reasons.

They run on a cheaper, less-refined grade of fuel. They are considered by many experts to be more thermally efficient—that is, more energy is used than is rejected during combustion. Therefore, they also produce greater horsepower than comparable gasoline engines.

The maintenance savings result from the fact that diesel vehicles do not have an ignition system and therefore do not need tune-ups. They do, however, require more frequent oil changes.

For the most part, diesel-powered vehicles also depreciate less rapidly and can be resold more readily than those with gasoline engines, their champions claim.

The Record
We cover your world.

Dick Nava, fleet manager of The Record, in one of the Hackensack paper's Grumman Olson delivery trucks

Richard Decarlo, post-press manager of the New Haven (Conn.) Journal-Courier and New Haven Register, says he will convert the newspapers' 50 gasoline-powered trucks, two at a time, to diesel over the next couple of years.

"We feel we'll save a lot—maybe $4,000 per truck—by converting rather than buying new vehicles," Decarlo says.

The company has 49 Grumman Olson trucks and one Iveco. They log more than a million miles per year.

In "Motor City," the Detroit Free Press has been conducting tests to determine whether it should switch from gasoline to diesel, says Myron Didyk, vice president of circulation. Currently, the newspaper deploys about 107 Ford and General Motors trucks ranging in size from step vans to tractor-trailers.

At the Alexandria Gazette, Circulation Director Lawrence A. Del Gado says he has been pleased with his company's diesel Iveco truck, which together with a Ford Econoline van makes up the newspaper's motor pool. "It's pretty easy to take care of," Del Gado says of the Iveco. "From the standpoint of fuel economy and ease of service on the engine, it works real well. The biggest thing we have to do is change the oil."

OTHER FUEL ALTERNATIVES. While diesel fuel is the most popular alternative to gasoline, natural gas and liquid propane gas also have proven effective [**presstime**, Oct. 1982, p. 40].

Kenneth M. Schmid, transportation manager for The Pittsburgh Press Co., says trucks there have been using propane since 1979, when the company became concerned about the availability of gasoline. Vehicles in the Press fleet, mostly Chevrolets and one Iveco, have dual gas tanks. The trucks use propane as a primary source and gasoline as a backup.

Propane is less efficient to burn than gasoline, Schmid admits, but it generally costs less and results in less expensive overall operation. Schmid recently purchased propane for 60 cents per gallon; at the time, gasoline was 86 cents. "And, we know it's readily available," says Schmid, who purchases tanker truckloads of the fuel every week for his 195-truck fleet.

The Los Angeles Times started using propane about 12 years ago because it is cheaper and less of an air polluter, says Terry Spencer, assistant transportation supervisor. About 90 percent of the Times' vehicles burn propane and the rest use diesel, Spencer says.

The Fort Lauderdale News and Sun-Sentinel use natural gas and have been highly satisfied with the results. "We've found the natural gas very cost-effective," says Mac McDowell, circulation operations manager. "Not only does the natural gas burn cleaner, but we get prolonged engine life."

Although it has purchased trucks, mostly Fords, in the past, the company is close to signing a contract to lease all its vehicles from Hino, McDowell says.

He cited the trucks' handling ability, their ease in carrying heavy loads and fuel economy as reasons for choosing Hino. He also says the News and Sun-Sentinel do not have maintenance facilities for their 21 trucks, and a leasing contract including repairs would be expected to save money.

To gain fuel economy, many newspapers have turned away from gasoline and toward diesel fuel.

A PUNISHING ROUTINE. Regardless of the make, model or type of fuel, newspaper delivery trucks have one thing in common: hard use.

"Newspapers have requirements for their trucks which are not faced by most users of these trucks," says James R. Bostic president of Iveco. His company manufactures and sells truck chassis for a variety of commercial uses, and executives there see the newspaper industry as a growing market for them.

"In most major cities, newspaper trucks are operated around the clock and under great extremes, from the congestion of urban routes to suburban roads and rolling freeways," Bostic says. "The trucks are banged around, scraped in and out of narrow parking areas, and often overloaded. They have to be sturdy to take that kind of abuse."

The part of the truck that shows wear the most is the body, which many newspapers have installed over a basic chassis. Although tempered steel is still used for many truck bodies, the aluminum and a fiberglass-plywood combination are increasingly favored. Those materials are lighter—resulting in better fuel economy—and they keep their good looks longer.

It is for reasons of durability that Richard X. Nava, fleet manager of The Record in Hackensack, N.J., likes Grumman aluminum truck bodies. He has some of them mounted on General Motors chassis with diesel engines. In addition, he also has Fords and Mercedes Benz trucks with aluminum bodies.

The Record's trucks covered 770,000 miles last year, and aside from some minor dents, Nava says they look fine.

"When the trucks are out on the street, we feel they are a reflection of the newspaper, so we try to keep them clean and as free from bashes as we can," Nava says of his 60 vehicles, which range from step vans to larger vehicles.

Not everyone is completely sold on aluminum or fiberglass and plywood, however. Schmid at The Pittsburgh Press says he is perfectly happy with the gas mileage and durability of his tempered-steel vehicles.

Overall, the general view in the newspaper industry is that improvements in design and materials are prolonging the life of delivery vehicles. The typical newspaper truck has longevity of five to seven years, and this average life span is increasing. ☐

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Performance Reviews

BY MARK INGHAM

Employees want an objective evaluation, even if it means hearing that their work is unsatisfactory

True or false:

- People do not like to receive negative feedback related to their job performance.
- It is not possible to appraise objectively the performance of creative personnel such as reporters.
- Appraising employee performance is too time-consuming, and it does not result in improved performance.

If you answered true to all of the above, your organization probably is one where performance appraisals, if done at all, exist in name alone.

The antithesis of these statements, and what experts say is more characteristic of employee needs concerning performance reviews, is that employees welcome the process if it is fair and understandable. In fact, employees are motivated to achieve and to be recognized for their work. They want to know exactly what is expected of them on the job.

Personnel Services Manager Beverly K. Lundberg conducts appraisal of a Houston Chronicle employee.

"It seems like employees today are much more interested in giving and receiving feedback about their jobs," says Phyllis J. Fleming, assistant managing editor for news of The Gazette in Cedar Rapids, Iowa. An appraisal system is a good way of addressing that desire."

In the case of creative personnel, not only is it possible to evaluate performance objectively, it is likely that the best reviews will be conducted in the editorial departments. Beverly A. Jurgenson, personnel director of Wilmington (N.C.) Star-News Newspapers and manager of employee relations for The New York Times Regional Newspaper Group, reports that some of the most thorough and in-depth performance appraisals come from the newsroom.

Managers appear to be generally pleased with results of the formal-review process. "They groaned a bit when we started," says Jurgenson, "but it is working for them."

While there are no recent data on the number of newspapers that perform employee performance appraisals, a 1981 ANPA survey showed 36.8 percent of responding newspapers used them in some fashion. Experts say the number probably has grown since then.

MANY BENEFITS. Michael H. Seraphine, personnel manager of the Minneapolis Star and Tribune, says among the numerous reasons for instituting a performance appraisal system are a desire to obtain:

- Feedback between employees and supervisors/managers
- An understanding of job duties and standards
- A basis for recognition of superior performance
- A structure for salary administration
- Better overall management and supervision of human resources.

In addition, an effective appraisal system can be used to set performance objectives, to identify training needs, to increase productivity and to identify performance areas where improvements are needed.

To accomplish all these objectives, however, executives report that the evaluation process itself should come under scrutiny and be revised when necessary. "We change our (appraisal) forms every few years," says Becky Gonzalez, personnel director of the Corpus Christi Caller-Times. "Right now, we would like to make some changes to increase the interaction between supervisor and employee."

Sometimes the change itself will help managers commit themselves to the system. At The Columbian in Vancouver, Wash., Personnel Director Ann Michael reports that involving managers in a task force to overhaul the appraisal program was a turning point in its utilization.

Also important for success is support of top management. "Our managers and supervisors know that the publisher is supportive of performance appraisals, and they know that they will receive an appraisal as well," says Seraphine of Minneapolis.

Although it is necessary that the appraisal be performed regularly, there is no standard interval. Most personnel executives report that their reviews are done less frequently as an employee's tenure increases. Many start out with an appraisal every 90 days, but by the time a person has been employed for three years, the formal appraisal usually occurs only once a year.

More important is basing the system on standards related to the job being done and not on personal characteristics. One reason for success of the editorial performance-appraisal system at the Rochester, N.Y., dailies is the common perspective the system provides. Even though reporters do different jobs, the system—developed in part by teams of editors—involves certain common standards of performance. Under the heading of "accuracy,"

Ingham is ANPA personnel relations associate.

for example, are such categories as "spelling, stylebook, typos"; "attributing information to sources"; "factually accurate information"; "verifying identities, addresses"; and "calling errors to editor's attention."

Each category is described by a standard of performance. For example, "verifying identities, addresses" is described as: "Verifies names and addresses using such references as phone books and directories. Checks the spelling of names and places. When questions arise, goes directly to the source, if possible, to verify information. Discusses with editor when problems arise in verification."

A reporter's rating is based on the degree to which the individual falls below, meets or exceeds performance standards.

"Many performance-appraisal systems work well to identify poor performance but have a tendency to fall down at the top," says Christine D. Landauer, director of personnel at the Rochester newspapers. "Ours is a tool to recognize both good and bad performance."

A common criticism of performance appraisals is that supervisors may have a tendency to inflate the ratings—especially when the appraisal is tied to an employee's salary review. At The Columbian, managers must submit to a salary-administration committee examples of performances they determine are above or below the standard. When there is sufficient documentation to support a raise, it will be granted. Otherwise, it is denied.

> *More important is basing the system on job-related standards and not on personal characteristics.*

Another benefit is the supervisory coaching that follows appraisals.

LEGAL SIDE. Aside from the management benefits, there are possible legal reasons for formally evaluating worker performance. For instance, a federal court in 1982 ruled in *Chamberlain v. Bissell Inc.* that an employer negligently failed to evaluate an employee and to warn him—prior to being discharged—about his deteriorating performance. The employer was ordered to pay $61,354 to the former employee. Two years earlier, in *Brown v. Delta Airlines Inc.*, a federal court identified the components of a legal evaluation system. The system was upheld because:

1. Categories on the evaluation form were specific and called for objective determination of performance.
2. The evaluating supervisor was given detailed instructions on how to complete the evaluation form and conduct a proper interview.
3. The evaluation process contained several safeguards designed to avoid discriminatory practices.
4. The company demonstrated that the factors considered in the evaluation were job-related.

Human resources specialists at ANPA and the Newspaper Personnel Relations Association are available to assist newspapers that wish to implement or refine an appraisal system. ☐

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Free Press Can Flower

Haiti's Press Now 'Has No Reins'

BY JOSEPH B. TREASTER

Le Nouvelliste
LE PLUS ANCIEN QUOTIDIEN D'HAITI

Ray Fisk, The New York Times

Chauvet says Le Nouvelliste used caution reporting on the Duvaliers.

The Chauvet family has been publishing a daily newspaper in Haiti for 88 years. But until the collapse of the dictatorship of President Jean Claude Duvalier earlier this year, their newspaper had carried very little news.

It was the same with the other two dailies in the capital, the 14 radio stations and the two television stations.

"During the Duvalier regime, everything was secret," says Lucien Montas, the 64-year-old editor of the Chauvet newspaper, Le Nouvelliste. It was the continuation of a long tradition in Haitian history.

Even if journalists stumbled onto some news, they were unlikely to publish it, says Max Chauvet, general manager of the newspaper his great-grandfather helped start.

"Let's say 10 Tontons Macoutes (the most notorious of the Duvaliers' secret police organizations) went and killed some people," he says. "We would not print it. You wouldn't talk about Jean Claude stealing money or killing people. That would be the end. We never used the word 'dictator,' and when we said 'president,' we had to say 'president-for-life.' "

The newspapers published government announcements, notices of social events, essays on the arts and reviews of non-controversial books. They carried some news-agency reports of world news so long as they were not critical of Haiti or dictators in general or were not likely to otherwise offend the ruling family. In 1980, after a period in which some criticism was permitted, Duvalier arrested a number of radio station and newspaper employees and sent others into exile. After that, most radio stations stopped reporting any news at all.

Now, under an interim government led by an army general, there is freedom to publish or broadcast virtually anything, and the country is awash in reports and commentaries, some enlightening, some confusing and some disastrous.

It is a new world for those working at Haiti's newspapers and radio and television stations. Few have had any formal training in journalism, and until now, they've had no opportunity to practice fair and accurate reporting, writing and editing.

Many of them recognized a need for coaching in the fundamentals, and in late July the World Press Freedom Committee responded by sending Loyal N. Gould, chairman of the Department of Journalism at Baylor University and a former correspondent for the Associated Press and NBC, to Haiti.

A number of courageous Haitians tried to undermine the Duvaliers through the press and radio. But they operated more like opponents of the government than as journalists. They were shadowed by Duvalier police, arrested and beaten. At least two were killed.

Several critics published weekly magazines, and now two are hoping to be elected president of Haiti. About two years ago, the Roman Catholic station, Radio Soleil, moved into the forefront of government criticism and is credited by many as being the catalyst that brought down the regime.

The last thing those writing in the Duvalier years would have attempted would have been to put the point of their message in the first sentence. They worked in a kind of vague, coded language, heavy on double entendre, innuendo and implication. The most popular writing form was the meandering essay, and that is the style that predominates in the newspapers today. Fact and opinion tend to run together, and there is often more advocacy than objectivity.

In the post-Duvalier days, the radio stations, which are by far the most influential media in a country in which about 80 percent of the population can neither read nor write, have often broadcast unchecked information. In one tragic incident, a radio station erroneously reported that someone had poisoned a reservoir in a north coast city, and at least one suspect was lynched.

The country has been electric with excitement since the Duvaliers fled into exile, and the passion flows raw into the newspaper and broadcast reports. In one television broadcast, reporters were shown shouting at an army officer accused of torture and murder: "You killed him," "You're lying."

Live reports of anti-government protests have led to chain reactions across the country, and the government has said it intends to introduce a law that would spell out the responsibilities of the press. Those in the news organizations say they are against any restraints and they most strongly object to a provision that would give owners of newspapers and broadcast stations the final decision on what is published.

"Right now, we have a press that has no reins," says Jacques Sampur, owner and news director of one of the most popular radio stations. "We are cautious at my station. We recognize the danger of a press that has no self control." □

Treaster is chief of the Caribbean Bureau of The New York Times and is based in Miami.

With Ouster of a Dictator

Newspaper Shakeout in the Philippines

BY EDUARDO LACHICA

The Manila Times
The News Herald
Enrile snubs loyalty offer of leadership
Cory rules out military coup
Daily Express

Philippine newspapers are battling for advertising revenue.

Only a few days after Corazon Aquino's nearly miraculous ascension to the presidency of the Philippines, the same opposition dailies that had campaigned so hard for her were questioning her choice of Central Bank governor and finance minister.

The pugnacity of Philippine journalism is both a strength and a weakness. Erstwhile strongman Ferdinand Marcos never fully throttled the press except during the first five or six years of martial law which he declared in 1972 [**presstime**, July 1985, p. 22]. By the late 1970s, a number of female journalists at the Bulletin Today, then owned by Marcos' former senior military aide, were crowding the borderline of what the regime considered publishable.

After the murder of Cory Aquino's husband, Benigno Aquino, turned the middle class against Marcos in 1983, anti-regime periodicals like Malaya, Veritas, and Mr. and Ms. flourished and gave voice to the popular desire for political reforms.

But now that the press is completely unshackled, it is once again being criticized for irresponsibility. For instance, reporters saw Defense Minister Juan Ponce Enrile leaving a cabinet meeting before it was over and called it a "walkout" in the next day's headlines. "There was no such thing," says Economic Planning Minister Solita Monsod. "That meeting dragged on for four hours, and Enrile had a lunch engagement to catch."

Filipinos, of course, would rather have a free press, no matter how undisciplined, than one that's gagged. But this return to unfettered reporting also reminds many readers of certain structural problems in the nation's media industry. For one thing, there are more than 15 dailies in Manila vying for a limited market of not more than a million copies a day. This is a major reason for the yellow-raggish tint of some of the post-revolution papers.

The new crop of periodicals is arguably more independent than that of the pre-martial law generation.

But the economics of the industry are as precarious as ever. Reporters are paid so poorly that they are forced to moonlight or, worse, accept money from news sources.

Publishers are only partly to blame. While the economy is still recovering from the shocks of the Marcos era, there aren't enough advertising pesos to share with employees.

The Philippines Daily Inquirer is the exemplar of the new journalism. The paper was launched last December to give the Aquino campaign its share of space. Circulation, riding on her popularity, leaped to 239,350 in a little more than two months. But the front page is cluttered with poorly sourced, speculative stories.

Whether its sensation-a-day style will keep the Inquirer ahead of the pack remains to be seen. The paper probably will survive the inevitable shakeout while some weaker ones fold.

It's also entirely possible that the Manila Daily Bulletin, as the Bulletin Today is now called, can recover from the effects of a reader boycott against Marcos-related media and regain its accustomed position as the advertisers' favorite newspaper.

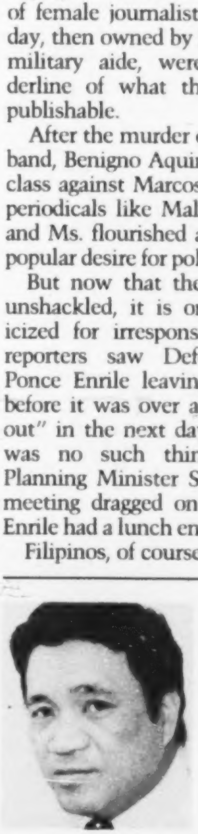
Also worth noting is the fact that Business Day, an employee-owned newspaper, continues to hold reader and advertiser support while maintaining high reporting standards.

But at this crucial time, the Philippine press overall could benefit from more institutional support. It has to relearn the truism that freedom must be accompanied by responsibility.

The paternalism of the Marcos era was the wrong kind of support. The presidential palace replaced a publisher-financed news service with a state-run propaganda machine. The Aquino government has wisely scrapped the Ministry of Information so the press is on its own. But with few resources, it's struggling to keep on its feet.

Some media executives are thinking of reviving the Philippine Press Institute, a publisher-supported group that conducted skill-upgrading seminars for reporters. The PPI was a martial-law casualty. The Manila-based Press Foundation of Asia also could be harnessed for the same kind of in-service education.

The United States can help, both officially and privately, in speeding up such a recovery. The Reagan administration's plans to include Filipino journalists in an expanded visitors' program can be supplemented with opportunities for these journalists to experience brief stints at U.S. newspapers and magazines. During the Marcos years U.S. academic fellowships for Filipino reporters dried up because sponsors feared the education would be wasted. It's time to reopen the gates. ☐



Lachica, a former Filipino journalist, reports for The Asian Wall Street Journal from Washington, D.C.

Minority Press

Hispanics, blacks, Asians and Indians rely on specialty newspapers, but the publications' influence wanes as assimilation process goes forth

BY MARCIA RUTH
presstime staff writer

Newspapers geared to minority groups have been a part of U.S. journalism since Colonial times, and they continue to be part of community life in cities with high concentrations of minorities.

In general, the historic pattern for such newspapers is that they are strongest when groups are least assimilated into American life.

"As long as there is any vestige of segregation and discrimination, there will be a need for the black press," says John H. Sengstacke, president of Sengstacke Newspapers, the largest black newspaper group, with a combined circulation of about 100,000 from publications in Chicago, Detroit, Pittsburgh and Memphis. "When that (need) is eliminated," he says, "the black press will become a good community newspaper."

Nationally circulated black newspapers reached their zenith before World War II, before other strong institutions emerged to fight for equality and civil rights. But in the decades that followed, such papers were largely replaced by small community weeklies, now the most numerous black newspapers read by America's 26 million blacks.

Among minorities whose first language is not English, the ethnic press generally reaches a high point during waves of immigration, then fades as the second generation learns English.

The "peak year for foreign-language newspapers" was 1914, say newspaper historians Edwin and Michael Emery, with "approximately 1,000 papers, of which 140 were dailies." After the flood of immigration in the early part of the century subsided, the figures dropped. "By 1983 there were fewer than 40 dailies and perhaps 200 other papers in some two dozen languages," say the Emerys in the fifth edition of *The Press and America*.

Not surprisingly, Hispanics, the fastest-growing minority in the United States, have the nation's strongest foreign-language press. A 1985 survey by the National Association of Hispanic Publications shows that 56 percent of its readership is first-generation Hispanic, but most observers say the rate of immigration is high enough to keep the Hispanic press growing for decades.

Hispanics are expected to become the largest ethnic group in the country by the middle of the 21st century.

Because of the size of the group—14.6 million in the 1980 census—and its concentration in specific parts of the country, a major question is to what extent will the Hispanic press become a bilingual press. "Will it follow the audience (as it learns English), or will it continue to be identified as a Spanish-language press?" asks Felix Gutierrez, associate professor of journalism at the University of Southern California.

Since the Immigration Act of 1965 opened up the opportunity for more non-European immigration, Asians have become the second most numerous immigrant group in the United States, with 1980 population of 3.2 million.

In the past decade, the Asian press has grown rapidly in most U.S. cities with a high concentration of recent Asian immigrants. But unlike Hispanic communities, which rely more heavily on Spanish-language papers published in the United States, Asians read a greater mix of foreign-language papers published locally and those imported.

Also noteworthy are recent developments among newspapers read almost exclusively by the United States' indigenous minority—1.4 million American Indians. There is a move to upgrade existing publications and to establish new ones independent of tribal governments, which now own most of the Indian press.

> *Among minorities whose first language is not English, the ethnic press reaches a peak during immigration waves.*

In the sections that follow, **presstime** presents a brief status report on these four mainstays of the minority press in the United States.

HISPANIC MOVEMENT. Among Hispanic papers, "what you're seeing right now is a 'movement,'" says Joseph Garcia, publisher of El Heraldo, a 25,000-circulation weekly in Chicago.

"About 1979-80, things started to take off, and since '80-81, things really blossomed," says Kirk Whisler, executive director of the National Association of Hispanic Publishers.

According to a 1985 study for the Los Angeles-based NAHP, there are 10 Hispanic dailies, 140 weeklies, 76 "less than weeklies," 114 magazines (20-25 published regularly), 91 journals and assorted other publications.

Nonetheless, Whisler predicts that this burgeoning circulation of more than 6 million, which has more than tripled since 1977, will coalesce into a smaller number of publications by the end of the century.

Several strong dailies have already emerged in major Hispanic centers, with the five largest based in Los Angeles, New York and Miami.

Of these, two are owned by Hispanic families:

- La Opinion, circulation about 62,000, is the oldest continuously published Hispanic daily in the United States. Founded in Los Angeles in 1926, it is now run by the second and third generation of the Lozano family.
- Diario las Americas, circulation about 67,000, was founded in 1953 by Nicaraguan exile publisher Horatio Aguirre who, with his son, still operates the newspaper in Miami.

The other three members of the "big

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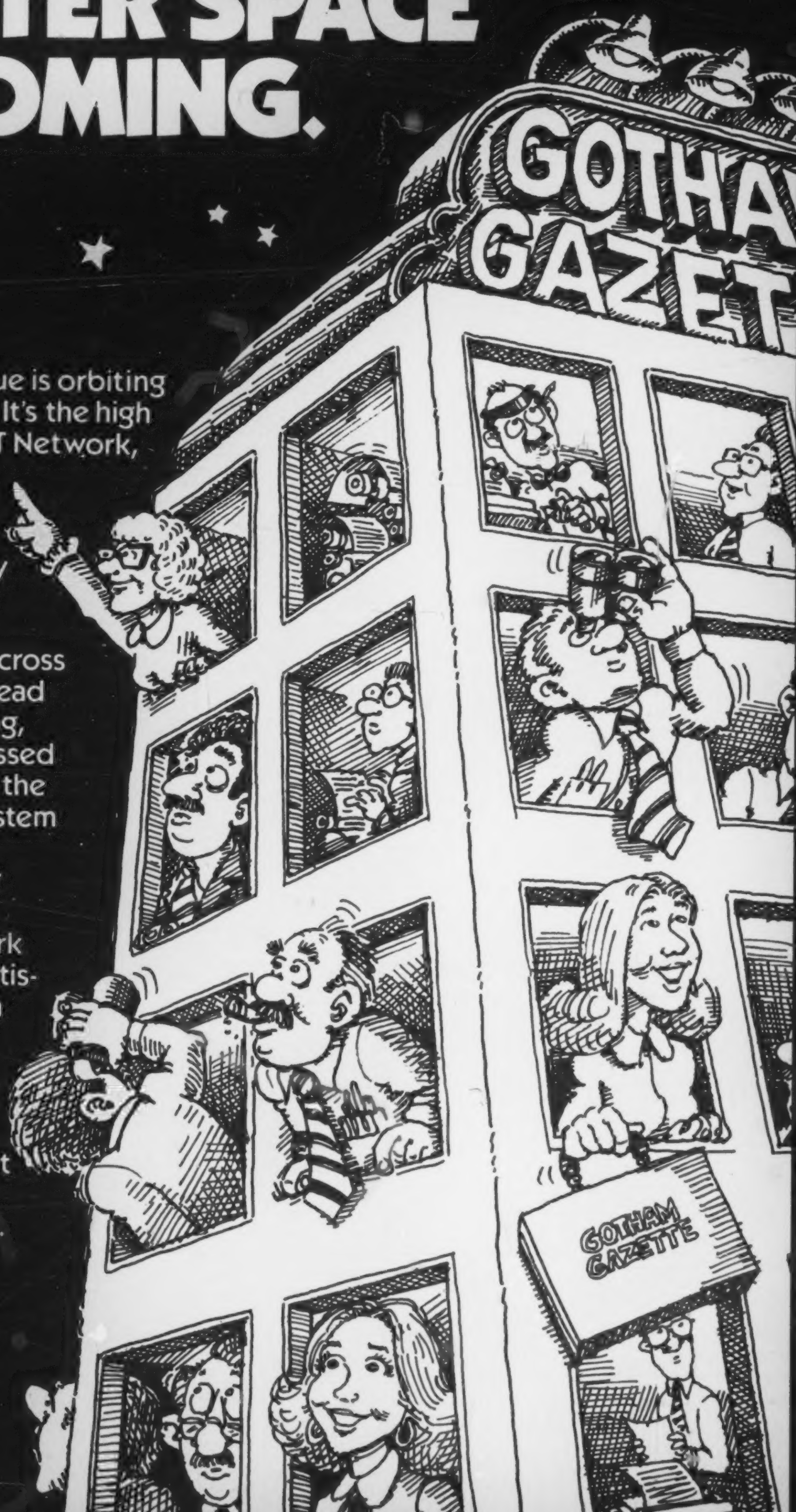

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We deliver newspaper ads at the speed of light.

NNPA President Bennett (left photo) advocates more national ad dollars and more modern equipment for black newspapers. Three generations of the Lozano family (right photo) have published La Opinion, the nation's oldest Hispanic daily founded by the late Ignacio E. Lozano, whose photograph is on the wall. His son and grandson are Ignacio E. Lozano Jr. (right), editor and publisher, and Jose I. Lozano, assistant publisher.

Richard S. Heyza, The Seattle Times

five" are owned by U.S. media companies:

- El Miami Herald, circulation about 85,000, founded in 1975 by Knight-Ridder Inc.'s Miami Herald
- El Diario-La Prensa, circulation about 60,000, purchased in 1981 by Gannett Co. It is published in New York City.
- Noticias del Mundo, founded in 1980 by News World Communications, which launched The Washington Times in 1982. Circulation of the original New York edition is about 50,000, and that of a Los Angeles edition is about half as many.

News World Communications is the only publisher of these dailies with public aspirations to go national with locally focused editions. Earlier this year, the parent company added small operations in San Francisco and Chicago. It plans to test market this fall in Miami.

In varying amounts, Hispanic papers mix coverage of local Hispanics with news of their countries of origin. "The focus is to serve the local community," which also means "you must let them know what is going on in their (home) countries," says Carlos Ramirez, El Diario's president and publisher.

Like general-circulation papers, Hispanic papers are in pursuit of national ad dollars, most of which go to Spanish-language television.

"Up to now, the broadcasters have done a job on Madison Avenue, which is convinced Latinos watch TV and listen to radio and don't read newspapers," says Gutierrez of USC. "Until the publishers can effectively make their case to national advertisers and make it (newspaper advertising) easier to buy, then print growth will be stifled."

Estimates vary on how much of Hispanic advertising generally is going to the print medium. Both Hispanic Business, a magazine published in Santa Barbara, Calif., and the NAHP agree that the amount for all media is about $333 million.

But Hispanic Business maintains only 10 percent, or $33.3 million, of that goes to print. NAHP contends, however, that the amount is closer to 20 percent, or $61.2 million.

Seeking an increased share of the Hispanic market, Hispanic newspapers are "finally getting [illegible] act together," says NAHP's Whisler.

Last year, NAHP formed Entrada, a New York City advertising-rep firm that now offers one-order-one-bill purchasing of 38 Hispanic publications with combined circulations of over one million.

BLACK RE-EVALUATION. Five years ago, John L. Procope, publisher of the New York Amsterdam News, proposed a "national editorial board" to spearhead stronger "advocacy" journalism on the part of the 100-plus members of the National Newspaper Publishers Association [presstime, Sept. 1981, p. 39].

That editorial unity did not occur, says long-time NNPA Executive Director Steve Davis. Instead, he says, concerted action has focused on the business side, where "black newspapers have to go out and fight like mad for advertising"—a struggle in which they have been only marginally successful thus far.

Following predictions in the early 1980s by a historian of the black press, Boston University Professor Henry G. La Brie III, that black newspapers were headed for hard times, Christopher H. Bennett, now in his second term as NNPA President, committed the organization to aggressive pursuit of national ad dollars.

Bennett, publisher of The Seattle Medium, says he was not selected as a priest or an undertaker. "I was not hired to do the last rites or the burial." He claims that since he took over as NNPA president, black publishers have obtained commitments for $100 million in advertising over the next few years.

Precise figures are hard to pin down, owing to lack of centralized data.

Circulation is also hard to determine. Audits are done by several different firms, and some papers do not have them. But in 1984, La Brie estimated circulation of black newspapers at 3.6 million, one million of which was free circulation, and only 538,000 of which was audited.

But publishers say that the black press is stronger than circulation figures would indicate because they have more readers per copy than mainstream newspapers.

On the national advertising scene, most black newspapers are represented by one of two New York City firms—Amalgamated Publishers Inc. and Black Media Inc.—but some, including Bennett's Seattle paper, market independently.

Those involved in advertising sales point to several signs of progress. In the past year, national advertising for the more than 80 papers represented by Amalgamated Publishers increased by $1.2 million over the $7 million obtained in fiscal year 1984-85, says General Sales Manager Karl D. Jackson.

This upward trend will continue, Jackson predicts, because of the general decline of "mass media" buys. "Fortune 500 advertisers are moving to a new stance, and it's called 'segmentation,'" he says. "They have now realized segmenting is the wave of the future."

Also growing is membership in NNPA. Executive Director Davis says that over the past five years, it has increased from 115 to 138. The only three black dailies in the country are members—the Chicago Defender, Atlanta Daily World and New York Daily Challenge.

Meanwhile, the black press is evolving to meet the changing needs of its readers. While acknowledging the historic function of the black press to serve as a "watchdog for the black community and principle advocate for social justice," NNPA First Vice President William H. Lee says, "We also serve as a publication for survival news, which is the type of news urban Americans need for everyday existence." With this emphasis, says Lee, publisher of The Observer Newspaper Group in Sacramento, "you begin to attract more than just blacks."

An attempt to launch a national black newspaper, the National Leader, failed in mid-1984 after almost two years of operation. The weekly failed to obtain the advertising needed to survive, but its 96,000 circulation shows there is a demand for such a product in the black community, says former editor Claude Lewis, now a columnist and editorial board member at The Philadelphia Inquirer.

Ironically, one problem being experienced by black newspapers—that does not plague minorities with a foreign-language press—is that as general-circulation papers increase their efforts to hire and promote minorities, black publications have been losing talent. "Over the years, we have been training them (journalists) and they have been stealing them," says black publisher Sengstacke.

ASIAN DIVERSE. Wide variations exist among foreign-language newspapers read in the United States by people from various Asian countries. Unlike the black and Hispanic newspapers, those with an Asian connection have no overall trade association, and information is more difficult to come by.

But, generally, the Asian press follows the same growth pattern as that of other minorities. "What you find in Asian communities is that the newer group of immigrants have the more vibrant ethnic press," says Gil Roy Gorre, editor of the Philippine American News, a biweekly paper published in Los Angeles.

Among Americans of Japanese origin, Japanese-language newspapers published in the United States are on the wane, while there is a brisk importation of newspapers published in Japan.

"Virtually none of the American-born Japanese read Japanese, and most are so Americanized they really don't care about Japanese affairs," says William K. Hosokawa, former editorial page editor of The Denver Post and now ombudsman for the Rocky Mountain News.

On the other hand, the large numbers of Japanese businessmen temporarily in the United States have created a market for the importation of newspapers printed in Japan—10,000 a day, according to Nihon Shinbun Kyokai, the Japan Newspaper Publishers and Editors Association.

However, in U.S. cities with large Chinese-speaking populations, the picture is reversed. There, as many as a dozen dailies produced in the United States may compete.

As general-circulation papers increase minority hiring, black publications have been losing talent.

In an article headlined "Newspaper Wars—the Battles Rage," the Los Angeles Times last year characterized the Chinese press in that city as a "free-for-all reminiscent of bygone days in American journalism when newspapers divided along fiercely partisan lines."

The major papers "have their political stand clearly designated," says Oscar Chiang, a reporter-researcher at Time magazine who has studied the Chinese press. This reflects the sharp political division in the U.S. Chinese community between loyalty to Taiwan or mainland China.

Fierce competition is also a function of increased professionalism, says Charles Lai, executive director of the New York Chinatown History Project. "In the last 10 years, there are more professional journalists that are entering Chinese newspapers," he says. "The stories are becoming more fine-tuned. There is more investigative work."

A few Chinese-language newspapers circulate nationally. The World Journal and the Chinese Daily News claim circulations of about 100,000, the Centre Daily News about 65,000, and the International Daily News about 58,000.

But sources consider the figures suspect: "I would not take anybody's numbers seriously because they (the papers) tend to exaggerate," says Chiang. "They always seem to inflate their numbers," agrees Lai.

In Korean-speaking communities, there is another pattern—localized editions of papers published in Korea.

"What happens is that in every major city where Korean-Americans live, people apply for a sort of franchise and operate out of a small office," says Choi Sung-il, executive director of the U.S.-based Council for Democracy in Korea. In general, when such papers are distributed on U.S. newstands, about 80 percent of their pages are printed in Korea, with the rest added locally, also in Korean.

INDIANS UNIFYING. In contrast to the free-for-all environment of the press of the most recent wave of immigrants, America's indigenous minority—American Indian—is presenting an increasingly unified front.

Since the formation of the Native American Press Association in 1984, many leaders of the Native American press have pushed for significant upgrading of the more than 350 publications read primarily by American Indians. As tangible evidence of this effort, more than 100 people, mostly publishers and editors, attended the NAPA's second annual convention in Scottsdale, Ariz., June 5-7, which included workshops on all phases of newspaper production.

But beyond technical development, many are also concerned about a problem not shared by other U.S. minorities—reservation living and government.

"There is a real difference in Indian country," says Tim A. Giago Jr., owner and publisher of The Lakota (S.D.) Times, one of the few privately owned Indian papers and the largest Indian weekly. (See profile, p. 35.) What most of these papers print is subject to approval by tribal boards, he says, and unless they become independent, "they are up against some very harsh censorship."

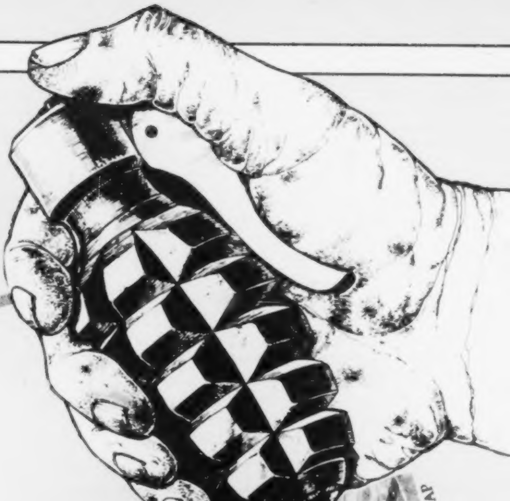
Of the approximately 350 Indian publications in the United States, only one is a daily, less than a quarter are weekly, and the rest are published monthly or less often, says Margaret A. Clark Price, NAPA's executive director.

Of these, "several are truly independent rather than published by a tribe," says Loren Tapahe, a founder of NAPA and former publisher of The Navajo Times in Window Rock, Ariz.—the only Indian daily. Others are owned by tribes but approach being editorially autonomous, and some are "house organs," he says.

Although such issues are prominent among American Indian publishers lately, most of the minority press weighs similar questions of independence.

And most would probably agree with the dual function of minority newspapers articulated by John H. Murphy III, publisher of the Afro-American group, whose papers in Baltimore, Richmond and Washington, D.C., have a combined circulation of about 50,000. "We serve the same general needs as any community paper," he says. "We let people know what's happening in the community."

At the same time, he observes, the minority press shares a goal with its readers: "We're doing the same things all other minority groups are doing—trying to get a piece of the action." ☐



AP

TERRORISM

Newspapers grapple with the extraordinary challenges of covering worldwide terrorist incidents. There are no easy answers.

Gaumont Champs Elysees
artisans de Paris
LINEA UOMO
VIDEO CLUB
AMBASSADE

AP

BY MARGARET GENOVESE
presstime staff writer

Once again, talk about the relationship between terrorism and the news media is fashionable.

The topic has become standard fare at meetings of newspaper associations and in their publications.

Dozens of academic researchers are engaged in a massive project probing the terrorism-news media connection.

A congressional subcommittee convened a hearing on the matter a year ago.

Six months ago, a cabinet-level, U.S. government task force on combating terrorism suggested that "journalistic guidelines," such as those developed for use during wartime, "in some circumstances should be considered appropriate during a terrorist situation."

Yet, among the nation's newspapers, that's just about all there's been so far. Talk. And, considering the options, that may be the best approach.

Neither the newspaper business as an entity nor individual U.S. newspapers have formalized procedures for covering terrorism, beyond those few papers that adopted standards in the late 1970s.

"I haven't seen any newspapers develop any formal guidelines or anything like that," says Michael Gartner, president of the American Society of Newspaper Editors and newly named editor of The Courier-Journal and The Louisville Times. "It's like almost everything else, you rely on reporters' judgments, on editors' judgments—the common sense and professionalism of newspaper people."

Gartner says it is up to individual newspapers to decide whether they want to adopt guidelines. However, he is among those who oppose industry-wide guidelines. Thomas Winship, president of the Center for Foreign Journalists, agrees. At the same time, Winship, former editor of

The Boston Globe, brands terrorism as "possibly our number one communications problem today and probably will be for some time to come" because of the impact coverage can have on world politics and people's lives. "I don't think any of us feel comfortable about how we cover this story," he says.

Even those newspaper executives who believe individual newspaper guidelines are unworkable and industry-wide guidelines unwise say shop talk about terrorism is helpful, because it raises consciousness about the issue and its ramifications. "We do become more sensitive, and we are able to make better and more informed judgments about what we do," says Kent Bernhart, executive editor of the Detroit Free Press.

In contrast to newspapers, all three major broadcast TV networks have longstanding, written policies on covering terrorism incidents. For example, ABC, CBS and NBC prohibit live coverage except under special circumstances and only with the approval of top news officials.

Newspaper executives contend that television, because of its immediacy, has a distinctly different role and coverage needs and, consequently, must approach the subject from a different perspective.

The printed press and local television stations have "only a limited part to play in the drama of terrorism," observed Katharine Graham, chairman of The Washington Post Co., in a speech to the ANPA Government Affairs Committee last March. "Network television is the star."

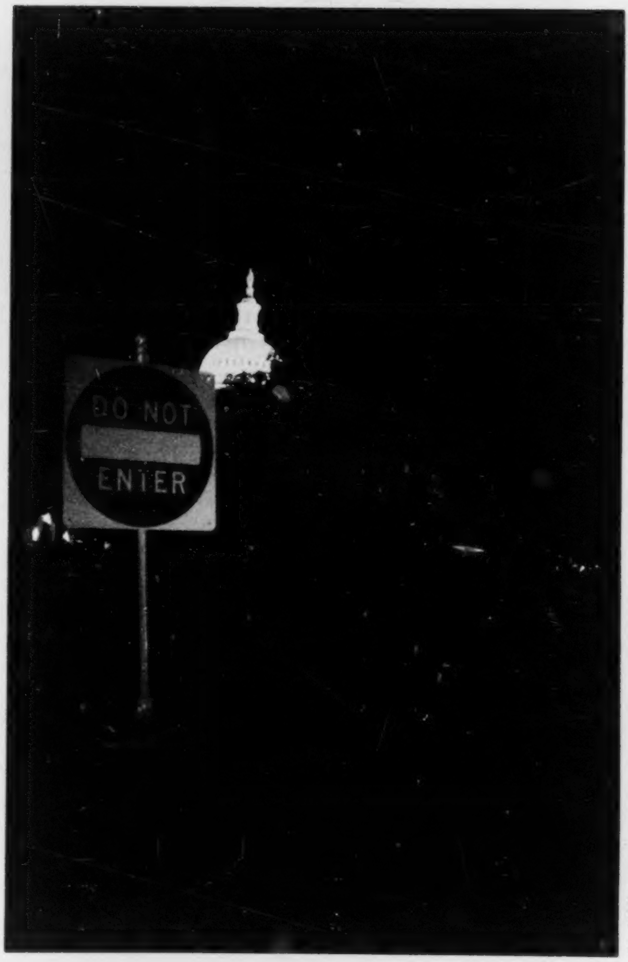
"The problems of coverage are different," says Seymour Topping, managing editor of The New York Times. "Television feels a need to cover an event visually, while a newspaper, obviously, has more time for reflection in the way it handles a story and is able to deal with a problem in all of its complexities."

Says Nancy C. Monaghan, managing editor/news of USA Today: "We don't sit and think up hypotheticals and then talk about what we would do if that incident happened. It's just like any other big story, we do talk about it a lot when it happens. We are in a very different position, I think, than television. We are not the instant camera on the scene. I'm sure the television networks have a different set of criteria to consider."

Some observers consider terrorism a kind of warfare. Another reason newspapers have not adopted wartime-type coverage restraints is that the front lines in this war, at the present time, are overseas, and only about two dozen U.S. newspapers have their own foreign correspondents. "There are many, many local stories here that we are concerned about, other than terrorism," says Robert H. Giles, executive editor of The Detroit News. He places it "fairly far down the list of stories we are interested in, in Detroit, Michigan."

Typical of terrorist acts posing special media challenges are a bomb blast last March in a shopping mall on the Champs Elysees in Paris (at left, top photo) and a press conference by hooded Shiite Moslems identified as hijackers of the TWA jet seized on an Athens-Rome flight in June 1985 (at left, bottom photo).

While the number of terrorist incidents around the world climbed 36 percent last year to 812 (177 of them involving U.S. targets), terrorism has been on the wane in the United States. Last year, the FBI counted only seven incidents of domestic terrorism, and it has recorded only one so far this year—a dramatic decrease from 112 in 1977. An FBI spokesman credits "effective law enforcement" for the decline, pointing out that many of the people responsible for prior incidents have been apprehended and that the FBI thwarted 23 incidents last year. Signs of U.S. efforts to counter terrorism are visible all around, from the sophisticated metal-detecting devices at airports to the crude garbage truck barricades at the entrances to the U.S. Capitol grounds.



Louis Mintz

As a result of a November 1983 bombing, heavy vehicles are parked to block road entrances to the Capitol when Congress is not in session. Other preventive steps in the Nation's Capital include barricades placed strategically around the White House grounds.

Editors also say that because each terrorism incident is different, it is difficult to develop coverage guidelines in advance. The skyjacking of TWA Flight 847, the hijacking of the cruise ship Achille Lauro, and the assaults at airports in Rome and Vienna are just three of the major terrorism incidents that took place in 1985. "I would be hard-pressed to sit down and write a policy on this," says Tony Pederson, managing editor of the Houston Chronicle. "That is the nature of terrorism. It is unpredictable."

The experts find it difficult even to define terrorism. Attempting to do so is a "futile effort," says Robert H. Kupperman, a senior adviser at the Georgetown University Center for Strategic and International Studies in Washington, D.C.

However, like the late Supreme Court Justice Potter Stewart who, despairing of defining "obscenity," said "I know it when I see it," Kupperman knows terrorism when he sees it and lists these common characteristics:

- Normally, terrorism is the act of small groups, acting either independently or as a proxy for a large nation.
- Terrorists often attack innocent people with the intent to

target a nation for political or ideological reasons.

- The act of terrorism is designed for high shock value. "It is intended to stimulate the media."

"I know some things it's not," Kupperman adds. "It's not the Tylenol killers." Although the cyanide contamination of the over-the-counter medicine can be said to have inflicted terror on the public, it apparently has no political or ideological motive, he notes.

Nor does the term encompass such things as the bungled burglary of a Beverly Hills boutique that turned into a hostage situation or, according to the FBI, abortion-clinic bombings. The FBI defines terrorism as: "The unlawful use of force or violence against persons or property to intimidate or coerce a government, the civilian population, or any segment thereof, in furtherance of political or social objectives." According to the State Department, terrorism is "premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine state agents, usually intended to influence an audience."

Because the words "terrorism" and "terrorist" can be so politically loaded, some journalists avoid using them as much as possible.

Kupperman says that aside from occasional errors, such as the occasional labeling of would-be presidential assassin John W. Hinckley Jr. as a terrorist, the press has begun to understand terrorism "reasonably well."

ABC, covering the Munich Olympic Games via satellite, found itself providing instead what Newsweek called the "first, live, international coverage of a deadly terrorist raid."

AP

Radical Shiites chant anti-American and anti-Israeli slogans while burning a U.S. flag during a demonstration in support of hijackers of the TWA jet last year.

NOT A NEW ISSUE. Although the news media are still grappling with ways to deal with it, terrorism is nothing new.

"Terrorism goes back thousands of years," says Kupperman, "but you didn't have satellite television thousands of years ago, and you didn't have jet transportation." Without these, he says, terrorism would not have such a large, fundamental effect on society, simply because not as many people would know about an incident and, by the time they did, it would be of only "historical value."

Some date the beginning of modern-day terrorism from 1968, when an Israeli commercial airliner, en route from Rome to Tel Aviv, was hijacked by members of the Popular Front for the Liberation of Palestine. Another milestone was in 1972, when Arab terrorists stormed the quarters of Israeli athletes competing in the Munich Olympic Games. The ABC television network, on hand to televise the games via satellite, found itself providing instead what Newsweek magazine at the time called the "first, live, international coverage of a deadly terrorist raid."

The incident that prompts the current debate over the media's role in terrorism was last year's skyjacking of TWA Flight 847. Even some in the news media concede the coverage was marred by excesses and errors in judgment, particularly by television.

The incident provoked a long list of questions, among them: Should the hostages, obviously under duress, have been interviewed? Should the deployment of the U.S. Army's counterterrorism unit Delta Force have been reported? Should so much time and space have been devoted to a single story? Should victims' families have been subjected to such heavy media attention? Should the media purchase pictures from terrorists? Should reporters act as surrogate negotiators?

(The American public has been somewhat less critical. Immediately after the conclusion of the Flight 847 crisis, an ABC News/Washington Post poll found that 67 percent of Americans approved of the way the television networks covered the hostage situation. Similarly, The Times Mirror Co.'s study on "the People and the Press" found that "despite the criticism of the media, public support for the press was actually higher during the crisis.")

The Canadian media, too, currently are engaged in soul searching, stemming from recent hostage-taking incidents in the capital of Ottawa. The Ottawa Citizen has directed its news staff not to make phone calls to hostage-takers or people involved in terrorist activities or any other violent criminal activities; the Canadian Press has asked the Ontario Press Council to look into possible guidelines.

The last time the issue was probed in a major way in the United States was in the late 1970s, sparked by a series of domestic incidents, including one in 1977 in Washington, D.C., in which Hanafi Muslims seized three buildings, killed a radio journalist and took more than 100 people hostage. There were several media blunders, including the broadcast by one TV station that persons who had eluded the terrorists were holed up in a room in one of the buildings, and repeated telephone calls to the terrorists from journalists, including one in which the terrorists were asked what their deadline was and what they proposed to do if their demands were not met.

Speaking at a recent American Bar Association symposium on terrorism, Benjamin C. Bradlee, executive editor of The Washington Post, says he learned a lesson on covering terrorism during that incident. After a Post reporter reached one of the terrorists by telephone, the District's police chief contacted Bradlee to say: "'Get off the blank phone.'" Bradlee says he agreed with the chief. "We had no business on that phone."

Following that incident, the National News Council (since disbanded) asked the media to "consider certain self-restraint"; specifically, to consider the dangers of providing live coverage and telephoning terrorists or hostages during the event.

BAR
BAR
HAMBURGER
AP

Bodies are covered in the aftermath of a 1985 terrorist assault at the international terminal of the Rome airport.

WHY NOT GUIDELINES? Believing their cities could be the location of incidents similar to the Hanafi Muslim siege, several newspapers subsequently developed written guidelines.

Among them were The Courier-Journal and The Louisville Times. According to the guidelines adopted in 1977, those newspapers will cover terrorist hostage takings "fully and accurately" but will exercise "care and restraint." To that end, the guidelines advise reporters and editors to: avoid sensationalism in writing and displaying the story; make every effort not to become participants; agree to publish terrorists' demands only if not to do so would endanger lives of hostages and only after consultation with the most senior editors and with proper law enforcement officials; be mindful of the danger of telephoning hostages or terrorists for interviews during the incident and avoid taking action that would interfere with duties of police or other officials.

The Louisville newspapers' guidelines never have been invoked but remain in effect. Newly named Editor Gartner has made no decision on whether to retain them. Paul C. Janensch, who until recently was the executive editor there, favors guidelines. "I think they should be available to help decision makers in a news organization do the right thing when they are faced with a crisis."

ANPA Executive Vice President Jerry W. Friedheim agrees. "Every editor and every publisher should know what their coverage and publication guidelines are for kidnapping, hostage or pure terrorist incidents and should think in advance about how they will relate to and work with law enforcement authorities," he says. "Almost certainly, basic policies and an emergency-action checklist should be written down, kept where they can be found, and periodically reviewed with both news staffs and government authorities."

The Chicago Sun-Times adopted a set of guidelines in 1977 [presstime, March 1982, p. 29]. Although Don Kopriva, assistant to the editor, cannot say whether they have ever come into play, the guidelines remain valid. "All we are talking about here is good news judgment combined with good taste and good sense."

The Sun-Times is the only one of the 20 largest U.S. daily newspapers with written guidelines on terrorism, according to a presstime survey. The Plain Dealer in Cleveland is considering adopting some procedures on covering crises of all kinds, which would include everything from train derailments to nuclear accidents to terrorist incidents.

In addition to fundamental opposition to written guidelines, some editors doubt that any meaningful standard could be formulated. "I think any attempt at a guideline on local terrorism would either be so vague and general so as to be Pablum, or so restrictive that you would violate it more than you would honor it," says Tim McGuire, managing editor of the Minneapolis Star and Tribune.

Instead, these editors say they consider each incident on an individual basis and exercise their own news judgment—"being cognizant," as Thomas F. Mulvoy Jr., managing editor of The Boston Globe, puts it, "that it is not a baseball game."

"I think we all are sensitized to the need for discretion," says Heath J Meriwether, executive editor of The Miami Herald. If there is one rule that his newspaper follows, it is that "we've got to have top editor involvement in what our decision-making process is."

Similarly, Topping of The New York Times says "we have experienced editors who are capable of making sensible judgments, who can protect security interests of the United States and the safety of hostages or others who become victims of terrorism."

Topping recalls one incident during the 1979-81 Iranian hostage crisis in which he was called upon to make such a judgment. The Times was in

Terrorism coverage guidelines "should be available to help decision makers in a news organization do the right thing when they are faced with a crisis."

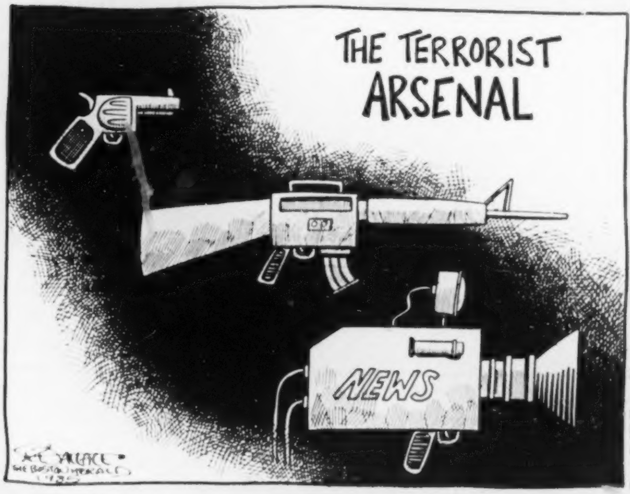
touch with a person who had managed to escape from Iran but, before doing so, had taken refuge in the Canadian Embassy in Tehran. "Cyrus Vance, who was then the secretary of state, became aware that this information was in our possession. He telephoned me to ask us to withhold the information because it would endanger other Americans who had also taken refuge in the Canadian Embassy. I agreed to that, and when the hostages had left the Canadian Embassy and there was no more danger involved for them, Secretary Vance telephoned me and we published the story."

Some government officials have suggested that newspapers and other media suspend normal news judgment when it comes to terrorism incidents.

With correspondents all over the world, the wire services have more first-hand experience covering terrorism than most U.S. newspapers.

Neither the Associated Press nor United Press International has written guidelines, although UPI has had them in the past. "You have to deal with it (terrorism) on a case-by-case basis," says UPI Editor in Chief Maxwell McCrohon. Walter R. Mears, AP executive news editor, agrees. "The problem with this, as with so much else that we do, is that it almost defies simple rules," he says. "You can't say 'Always do this in this set of circumstances' any more than you can say 'Always write the story with this lead on it.'"

For instance, Mears says, AP would not seek to be a mediator in a terrorist incident. However, during a 1982 incident in Washington, D.C., in which a suspected terrorist threatened to blow up the Washington Monument, an AP reporter became a go-between between the man and police officials. "Given any options, I'd prefer not to have a reporter in that role, but there weren't any at that point," says Mears, who was Washington bureau chief at the time.



Peter B. Wallace, The Boston Herald

According to Mears, part of the way AP conducts itself, "I hope instinctively," is to avoid doing or writing things that could endanger people. The news cooperative is "particularly sensitive" to this, he says, because Middle East correspondent Terry Anderson is one of four Americans currently held hostage by terrorists in Lebanon. (See story, p. 33.) "At the same time," Mears adds, "you don't stop doing what you do for a living, or the terrorists have won."

COVER OR COVER UP? When it comes to deciding how to play a story about a terrorist incident, each is "judged on its own merit," says George J. Cotliar, managing editor of the Los Angeles Times.

Two of the seven domestic terrorist incidents that took place last year occurred in suburbs of Los Angeles. Both were bombings, both have been attributed by the FBI to extremist Jewish elements, and both appeared on the front page of the Los Angeles Times. "What it is really is a news judgment, which we exercise with everything we do," says Cotliar.

But some government officials have suggested that newspapers and other media suspend normal news judgment when it comes to terrorism in the belief that withholding coverage will discourage such acts.

In a speech to the American Bar Association shortly after the TWA hijacking last year, British Prime Minister Margaret Thatcher said: "We must try to find ways to starve the terrorist and the hijacker of the oxygen of publicity on which they depend."

Some journalists subscribe to that view, including David S. Broder, national political correspondent and columnist for The Washington Post. "(T)he essential ingredient of any effective anti-terrorist policy must be the denial to the terrorists of access to mass media outlets," he told a symposium on terrorism and the news media last fall. "The way by which this denial is achieved—whether by voluntary means of those of us in the press and television, self-restraint, or by government control—is a crucial question for journalists and for all other citizens who share our belief in civil liberties."

"If terrorists can gain leverage, influence and control in the battle for public opinion in free societies by their acts of terrorism, there is an enormous incentive for them to continue such acts," he reasoned.

But many other journalists are unconvinced, worrying that if the media ignore terrorist incidents, terrorists will escalate the volume of terror until the acts can no longer be ignored.

Others think it would be more terrifying not to publish information about terrorist incidents. "A news blackout might generate rumors, and perhaps wild rumors, that could create an even larger crisis," says William B. Ketter, chairman of ASNE's Press, Bar and Public Affairs Committee. Ketter, editor of The Patriot Ledger in Quincy, Mass., also says the press would face a potential loss of credibility if it did not report on terrorism, leading readers and viewers to ask: "What else is the press keeping from us?"

"The basic cause of terrorism is not news coverage," declares Ralph Langer, executive editor of The Dallas Morning News. "Terrorism comes from real or perceived disputes and problems that aren't resolved."

"We've certainly never been convinced that a lack of information about terrorism is going to be helpful," says Michael Blackman, foreign editor of The Philadelphia Inquirer. "Frankly, I think the more you expose these people to readers (and) to viewers, the more that the audience sees what they really are."

The accusation that the news media encourage terrorism by giving terrorists so much publicity is "really difficult to assess," says Brian M. Jenkins, a terrorism expert at the Rand Corp., a California think tank. "It is certainly true that publicity is one of

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Coverage of the TWA hijacking last year spurred new debate over the role the media play in terrorist incidents.

the major objectives of terrorists. It is also true that where press coverage of terrorism has been prohibited, terrorism has tended to decline. But that decline is likely to be the result of other measures taken at the same time."

For example, Jenkins says, a decline in terrorism has been noted in some South American countries where press censorship of terrorist incidents has been accompanied by such things as arbitrary arrests and the use of torture and interrogation.

The question about terrorists' reliance upon publicity, and others, are being studied by academic researchers working under the auspices of the Association for Education in Journalism and Mass Communication. "This is going to be the biggest piece of research that has ever been done on the subject of the news media's relationship to terrorism," says Robert G. Picard, one of the project directors. Findings will be discussed at a conference, tentatively scheduled for winter 1987-88, says Picard, assistant professor at the Manship School of Journalism at Louisiana State University.

Whatever the evidence shows, newspaper editors clearly are concerned about being "used" as a platform for terrorist propaganda.

In September 1976, a group of Croatian nationalists hijacked a TWA jet bound from New York to Chicago and threatened to kill passengers unless a lengthy communique was published on the front page of several U.S. newspapers, including the Chicago Tribune. "From that point on, we have been struggling with policies regarding terrorism," says Tribune Editor James D. Squires.

Because of the variety of terrorist acts, the newspaper was unable to come up with specific guidelines. "Basically what we do is have a policy which balances our obligation to the reader against national security concerns and the loss of human life."

Adds Squires: "We don't want to be used and manipulated by anyone. So we try to be as skeptical and as cautious about being compromised in the interest of some special cause or group of people as we are on a day-to-day basis when we deal with government."

The Washington Post is another of the newspapers that printed the terrorists' treatise. "I don't believe that we would do that now," says Executive Editor Bradlee. "I think that would be considered hopelessly wimpish, chicken. We pride ourselves that the president of the United States can't tell us what to put on Page One. Even some judges have difficulty telling us what to put on Page One."

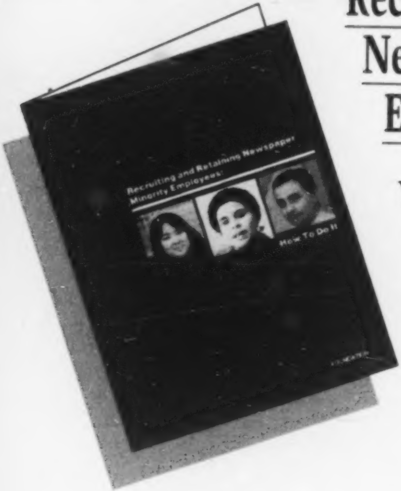
> **"We must discourage any idea that Reuters or other news organizations are suitable targets for terrorist activities or suitable channels for genuine or hoax threats or claims."**

Reuters, the London-based international news and information service, also recently took steps to guard against being used by terrorists. In March, Editor-in-Chief Michael Reupke directed reporters not to write stories about threats of terrorist actions, except on rare occasions and with the approval of top editors, and not to mention Reuters or any other news organization by name as having received statements of responsibility for terrorist actions. In most cases, he said in his directive, an unspecific term like "news organization" should be used. "We must discourage any idea that Reuters or other news organizations are suitable targets for terrorist activities or suitable channels for genuine or hoax threats or claims," he explained.

SEEKING SOLUTIONS. So far, there has been no indication that U.S. government officials will seek to impose their own judgments over editors' news judgments.

After Prime Minister Thatcher's call for restraints on press coverage last summer, U.S. Attorney General Edwin Meese III said the Justice Department was considering asking the media to adopt written guidelines on covering terrorism. Subsequently, the cabinet-level task force, in which Meese was a participant, examined U.S. policy on combating terrorism, including problems caused by media coverage.

In its report, issued in February, the task force concluded that the solution to the problems "is not government-imposed restraint that conflicts with the First Amendment's protection of freedom of speech and the press." Rather, it said: "The media must serve as their own



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watchdog. Journalistic guidelines have been developed for use during wartime to protect lives and national security, and in some circumstances should be considered appropriate during a terrorist situation."

The only joint government-media action it recommended was "regular meetings" between media representatives and government officials on terrorism coverage, which, it said, "could contribute to more effective government-media relations."

That process has begun. On May 6, representatives from ANPA and ASNE met with Parker W. Borg, deputy director of the State Department's office of the ambassador-at-large for counterterrorism.

The most extreme call for government action appears to have come from a former general counsel of the Federal Communications Commission. Bruce E. Fein has said it should be against the law for the news media to disclose the citizenship, religious affiliation or nationality of any hostage, or to perform any role in transmitting demands of hostage takers. He sees little likelihood that such laws will be enacted, though. "The news media, of course, are very powerful on (Capitol) Hill and I think would oppose this with a ferocity that would perhaps make an atom bomb look mild in comparison."

To date, Congress has not made any move to legislate restrictions on press coverage of terrorist incidents. The House Foreign Affairs Committee's Subcommittee on Europe and the Middle East conducted a hearing last summer, following the TWA Flight 847 incident, on the news media and terrorism. The thrust of the hearing was not on the need for government regulation but rather on the need for media self-regulation and self-criticism. In addition, a dozen members of Congress have urged the television networks to convene a "summit" to consider coverage guidelines, a call that was renewed after NBC this year aired an interview with Abu Abbas, the terrorist wanted in connection with the Achille Lauro hijacking.

Thus far, however, there has been no movement toward formal, industry-wide, self-regulation.

Following the American Bar Association meeting last summer, two joint ABA-press committees were asked by ABA President William W. Falsgraf to discuss "the feasibility of the media developing voluntary guidelines." ANPA representatives sit on one of the committees. In a follow-up report to Falsgraf, the committees' co-chairmen reported "a consensus" that "terrorist incidents, because of their unpredictability and unique facts, are not susceptible to any kind of uniform approach, whether by the government or the news media."

In addition, some journalists say, guidelines are unenforceable and tend to wilt in the heat of a news event. "Industry guidelines are bad in almost every respect," says ASNE President Gartner. "Different segments of the industry have different missions, have different constituencies, have different philosophies. I think that almost as a rule, written guidelines of any sort are turned around and used against the press and have more of a negative effect than a positive effect."

TWA hostage Victor Amburgy hugs his niece at Andrews Air Force Base outside of Washington, D.C., after he and 29 others were freed by terrorist captors.

But if newspapers have been lukewarm to suggestions that they consider adopting their own guidelines on covering terrorism and downright cold to the notion of industry-wide action, the idea of talking about the subject—with other media people, with experts in the field of terrorism and with government officials—has hit their hot button.

Within the past year, the topic of the news media and terrorism has been discussed at the annual conventions of ANPA, the Associated Press Managing Editors, and the Society of Professional Journalists, Sigma Delta Chi; and it was brought up in a question-and-answer session with President Reagan at ASNE's convention. It also has been the subject of numerous smaller meetings and seminars. In fact, some news executives on the terrorism speaking circuit joke about the "cottage industry" that has grown up around the topic.

And while from time to time there seems to be a lull in major terrorist activity, there is no letup in the press' preoccupation with the issue. At the APME meeting last October, the organization's president, Michael J. Davies, called for a conference at which representatives of broadcast and print media would "assess the complicated issues and . . . see if there are some general areas of restraint that could be agreed upon without compromising our standards."

The proposal by Davies, editor and publisher of The Hartford Courant, will become reality Sept. 27. A conference underwritten by Times Mirror, the Courant's parent company, will be conducted in Washington, D.C., by Media and Society Seminars, a program of the Graduate School of Journalism at Columbia University. The event will be videotaped for televising in three or four parts on Public Broadcasting Service stations later in the fall.

In congressional testimony last year, Fred W. Friendly, director of Media and Society Seminars, said that, to him, the "third worst outcome" of the controversy surrounding press coverage of the TWA Flight 847 incident would be if the U.S. government were to impose restrictions on reporting during a terrorist crisis. The second worst outcome, he said, would be if government and network officials were to come up with a list of agreed-upon guidelines. But, he said, "the most tragic course of action would be for American journalism—and I include the news magazines and the newspapers—to continue their defensive posture. . . and learn nothing and do nothing."

A year later, the former television executive is satisfied that at least half of what constitutes his worst fear has not come to pass.

"There has been much introspection and meaningful dialog," he reports. "The question is, when the roof falls . . . do those lessons that we seem to learn hold up, or do they just come crashing to the floor with the debris?" ☐

How Should Media Act When One of Theirs Is Hostage?

Are the U.S. media doing all they could, or should, to help free Associated Press Middle East correspondent Terry Anderson and the other Americans kidnapped by terrorists in Lebanon?

Jerry Levin, the former Cable News Network bureau chief in Beirut who was a hostage himself for 11 months, calls these four Americans the "forgotten hostages" and charges that the media have "ignored" their story.

"If there isn't a spot development, or if there is not an anniversary where cameras or microphones are focused on the families of the hostages," he asserts, "there is no coverage."

"That is vastly different from the broad-gauged, wall-to-wall coverage of other crises in which every facet from the largest to the most minute of developments and issues were repetitively examined, debated and argued," says Levin, whose period in captivity ended last year when he escaped—not because his freedom was negotiated.

He has been speaking to press associations, pleading for more coverage—especially for thoughtful examination of U.S. government policy on negotiating for hostages' release.

Josh Friedman, a Pulitzer Prize-winning reporter for Newsday who was helped by Anderson when he was on an assignment in Beirut, says what he wants is not more coverage but the commitment of media executives to work for Anderson's release. "I want them to treat Terry Anderson as if he were their own employee and do for him what they would do for their own people."

Along with two other acquaintances of Anderson—Stephen K. Hindy, Newsday's assistant foreign editor, and Donald Mell, an AP photographer who was with Anderson when he was kidnapped—Friedman is trying to enlist executives for the cause.

In addition to Anderson, the other American hostages are diplomat William Buckley; David Jacobsen, director of the American University Hospital in Beirut; and American University Administrator Thomas Sutherland. (There have been unconfirmed reports of Buckley's death.) The Rev. Martin Jenco was released July 26.

At press time, Anderson's sister, Peggy Say, was in Syria to seek the help of President Hafez Assad in efforts to free her brother and the other American hostages. She was accompanied by AP Washington Bureau Chief Charles J. Lewis.

Terry Anderson

Since Anderson was kidnapped in March 1985, the news cooperative has engaged in "a long list of activities" to try to secure his release, says AP Executive News Editor Walter R. Mears, including "talking to this government, other governments, private citizens, anybody and everybody we could deal with."

Mears acknowledges that AP has "encountered some criticism for not making more noise and, in some quarters, for not immediately going to the Middle East." But, he says, the wire service has been acting on the "best advice" it could obtain, from experts both within and outside the government. "Their advice has been to do what we have been doing, which is to make every contact possible" and to avoid "theatrics."

At one point, AP asked the Friedman group to hold off on their activities. According to Mears, it was at a time when some AP contacts appeared to be making some headway. But this apparent movement went nowhere, and Mears then told Friedman to proceed.

Although he declines to go into detail, Friedman reports "there was an approach made to the Syrians by American press executives, conveying their interest in having the Syrians help in getting [Anderson] out. Now we are trying to develop a similar approach to the Iranian government."

He and his two associates believe that top-level news executives would be able to exert greater influence than they would as working journalists. "In terms of the way the Middle East works and their perception of how the United States works, it's important to have some very powerful people out in front on this."

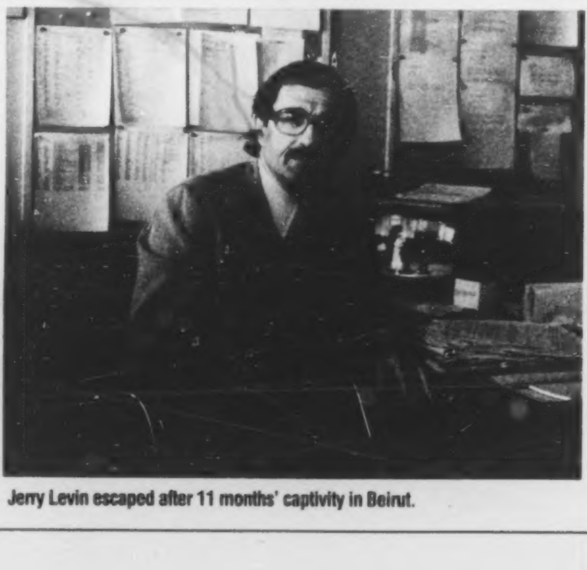
With the White House not wanting to be seen as negotiating with terrorists, someone has to "break the ice and start talks going," says Friedman. "We don't view ourselves as the Scarlet Pimpernel or diplomats," he says. "We just want to increase the number of people involved."

These activities are apart from Friedman's work as chairman of the Committee to Protect Journalists. That group has written on Anderson's behalf to U.S. government officials as well as to Lebanon's President Amin Gemayel, Syria's President Assad, and at the time of the TWA Flight 847 incident, Shiite leader Nabih Berri.

Six other Western journalists also are being held hostage in Lebanon. The multiple kidnappings have led the AP and other U.S. news organizations to use Lebanese or other Arab nationals instead of U.S. citizens as correspondents in Beirut.

Mears declines to say what, if any, other precautions AP has taken to safeguard staffers from terrorist attacks—"that would be counterproductive in protecting them.

"But basically, the simple answer is you can't be a reporter and be protected. All you can do is ask people to exercise some judgment about their own safety and not to take risks where the risks are avoidable. We put people in places where they are taking a risk just being there. They know it, and we know it."



Jerry Levin escaped after 11 months' captivity in Beirut.

ESSAY

Gambling-Ad Decision Weakens Commercial Speech Rights

BY P. CAMERON DeVORE

On July 1 in *Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico,* the Supreme Court cavalierly undermined the First Amendment foundation of its commercial speech doctrine, until then considered one of the major innovations of the Burger Court.

The case involved what Justice Stevens, in dissent, called a "rather bizarre" and "grotesquely flawed" Puerto Rico regulation aimed at banning casino gambling advertising directed to residents of Puerto Rico. But casinos themselves—and every other type of gambling activity—are all perfectly legal in Puerto Rico. To most First Amendment commentators, the challenge to the rule looked like a slam dunk under the commercial speech precedents starting with the *Pittsburgh Press* advertising case in 1973.

The commercial speech opinions had found a clear mandate in the First Amendment to deregulate product and service advertising, reasoning that more, not less, commercial information aids economic decision making by American consumers. In 15 or so decisions, the court treated with considerable skepticism the previously sacrosanct reasons advanced for banning or sharply curtailing advertising of such things as prescription drugs, residential realty, legal services, contraceptives, utility services and abortion counseling.

However, even with its almost annual production of commercial speech decisions, the court had never quite pinned down its own rationale for the doctrine. The cases swung between a classic First Amendment analysis—subjecting ad regulations to strict First Amendment scrutiny—and an occasional willingness by the court to defer heavily to the regulators and take on faith their asserted rationales.

In the *Central Hudson* utility advertising case in 1980, the court tried to gather in the loose ends and systematize the doctrine. Justice Powell came up with a seemingly precise four-part test to help the lower courts decide the consitutional bona fides of ad regulation. However, that test itself was not always consistently applied, even by the "centrist" justices. Justices White and Powell, for example, wrote some of the most "classic" First Amendment decisions overturning ad regulations, but they also participated in decisions paying great deference to local regulators.

P. Cameron DeVore

The critical difference between the "strict scrutiny" and "deference" applications of the *Central Hudson* test is, very simply, who has the burden of proof. In some cases like *Virginia Pharmacy* (pharmaceutical ads) and *Zauderer* (lawyer ads), the court imposed a heavy burden on the state to prove the need for the regulation, how it would "directly advance" the state's goal, and why there weren't less intrusive ways to fix the problem. In the "deference" cases, like *Metromedia* (billboard regulation) and *Friedman* (optometric trade names), the court uncritically accepted the local rationale for less speech and put a heavy burden on the consumers or advertisers challenging the regulation to refute a presumption of validity.

But even given the resulting schizophrenia of the commercial speech decisions, the court had never upheld a total ban of a category of advertising until *Posadas.*

Justice Rehnquist wrote the opinion, joined by Justices Burger, O'Connor, White and Powell. Rehnquist has never liked the commercial speech doctrine, and he dissented in the early cases which first recognized its existence under the First Amendment. In *Posadas,* he finally found a 5-4 majority for watering down the *Central Hudson* test in a way that may keep advertising relegated to a narrowly protected status under the Constitution.

The opinion is a classic revisionist effort. Areas formerly of greatest doubt under *Central Hudson* are confidently resolved (e.g., found to be "clear beyond peradventure"), with little analysis of earlier cases and with extreme deference to the skimpy and slightly cockamamie Puerto Rican legislative rationale.

The opinion strongly suggests that the court had a sharp eye on the potential impact of the decision on tobacco and alcoholic beverage advertising issues. Rehnquist goes to some pains to cite a 1971 District Court decision, upholding a ban of broadcast advertising of cigarettes, as support for the broad—and brand new—constitutional proposition that a flat advertising ban can qualify as "no more extensive than necessary to achieve the government's interest." In the same breath, he cites a 5th Circuit case upholding a checkerboard ban of liquor advertising in Mississippi. Both decisions had been much criticized and were considered to be of doubtful validity under pre-*Posadas* First Amendment theory.

However, direct application of *Posadas* to proposed cigarette and alcoholic beverage advertising limits is still problematic. The facts of *Posadas* are narrow and quite special. The justices may have been more willing to defer to local legislative assumptions about a problem they know little about (i.e., gambling habits in Puerto Rico) than one which is the subject of heated national debate and controversy.

Also, in spite of its weak application in *Posadas,* the four-part *Central Hudson* test survives, and a strong majority of justices has, for example, shown repeated hostility to rationales asserted to support lawyer ad regulations—a subject with which they have professional familiarity.

In the meantime, however, there is no doubt that *Posadas* represents a substantial diminution of commercial speech—and First Amendment—doctrine. ☐

DeVore, a partner in the Seattle law firm Davis Wright & Jones, is a noted First Amendment lawyer who wrote ANPA's amicus curiae brief in Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico.

PROFILE

Tim Giago

A voice of the American Indian

BY MARCIA RUTH
presstime staff writer

Nawica Kjici.

Literally translated, the name means "He Stands Up for Them," or simply, "Defender." Appropriately, elders of South Dakota's Oglala Sioux Tribe selected this name for Tim A. Giago Jr. after he founded The Lakota Times in 1981.

By then, he was already established as the lone Indian voice in the mainstream media with his "Notes from Indian Country" column, now syndicated in 14 newspapers. Giago soon amplified that voice from his home on the Pine Ridge Reservation by turning The Lakota Times into the largest weekly in South Dakota and the largest independent, Indian-owned paper in the United States.

Then, to help other Indians develop newspapers, Giago in 1984 became the driving force behind formation of the Native American Publishers Association, which now has 56 members representing about 30 Indian newspapers.

"Clearly, he is a man with a vision," says Gerald M. Sass, vice president/education for the Gannett Foundation, which has been a major source of funds for the new organization.

Combining passion with pragmatism, Giago, 52, now says his long-range plan is to "start a chain of Indian newspapers—of independent, totally self-supporting newspapers." With regular media that "could care less" about Indian culture, and with "98 percent" of the Indian media under tribal ownership, such independent papers are the "only way we (Indians) are going to get a voice in America," he says.

Even when seeking help, Giago's goal is self-sufficiency: "We don't need a handout," he says. "We need a hand up."

That attitude and a "clear" writing style were the things that first attracted James Carrier, then news editor of the Rapid City (S.D.) Journal, to Giago. Carrier convinced Giago to start writing the "Notes from Indian Country" column in 1979, and the Journal became the first paper to carry the feature. As the column gained in popularity, Carrier was impressed by Giago's ability to communicate both with Indians and with the largely white readership of the 32,000-circulation Journal. Giago can "float between the two worlds," says Carrier, now a roving reporter for The Denver Post.

Tim Giago's ability did not come easy.

Like many Indian children of his generation, he was sent to a boarding school at the age of 6 to be raised away from his tribe until he was 15. In a slim book of poems written later, but "from the perspective of an 11- or 12-year-old," he described how Indian children were beaten for speaking their own languages at the Holy Rosary Mission School in Pine Ridge, S.D. In retrospect, he says they were punished for what he terms "the aboriginal sin" of being born Indian instead of white.

After high school, Giago took a succession of jobs, joined the Navy for six years, then emerged to "find out that while everything was equal in the service, it's not that way in civilian life."

Courses at San Jose (Calif.) City College and at the University of Nevada at Reno were followed by still more jobs, until he abandoned "trying to find myself" and returned home with the conviction that "there's a lot of things I could be doing on the reservation."

It was while trying to organize an Indian business association that he discovered the need for a "voice" to enable Indians to communicate among themselves as well as with the white establishment. "The powers that be are not influenced by anything except a very strong press," he says.

So he decided to join the Fourth Estate. He started a television talk show on Indian topics in 1976, then turned to writing his column about two years later. The column led to a brief stint as a reporter at the Rapid City Journal, then a job as assistant regional editor at the Farmington (N.M.) Daily Times, which he left to found The Lakota Times in 1981. All the while, he continued to write his column.

In 1985, Giago won The Baltimore Sun's fifth annual H.L. Mencken Writing Award for his column. "Notes from Indian Country demonstrates compelling emotion and compassion. The writer conveys some of the pain and unfairness that Indians on reservations live with, without being . . . overly sentimental."

Giago continues to write his weekly column, but most of his energy is poured into the task of getting out his newspaper. A family commitment from the beginning, The Lakota Times' managing editor is his wife, Doris, also an Oglala Sioux and a former teacher at Red Cloud Indian School.

As editor and publisher, he supervises the staff of 10, writes the editorial page and often drives the more than 300 miles round trip to have the paper, which averages 20 pages, printed. The paper's office is in Martin, S.D., which is on the Pine Ridge Reservation where the Giagos live with their two young children, Tim (Walking Thunder Man) and Marie Therese (She Stands in the Four Directions).

Despite the family's close ties to the tribe and the reservation, The Lakota Times has, on occasion, been opposed by the tribe. After the paper exposed mismanagement in tribal government, Giago's tribe attempted to set up a competing newspaper.

And when Giago opposed leaders of the American Indian Movement for what he termed their overly militant stands and unnecessarily violent actions, his office was attacked on several occasions with shotguns and explosives.

"People were afraid," he says, but after issues were aired in print, "fears started to diminish"—another example, he maintains, of the need to include many viewpoints in both the Indian and the mainstream press. "I read William Raspberry; I read Ellen Goodman; I read George Will," he says. "All of these opinions give you an idea of what America is about. The Indian view is just one (more) view that should be included." ☐

REGULATIONS

Hearing urged on Detroit JOA

If Attorney General Edwin Meese III takes the advice of his department's top antitrust attorney, it will be many months before he makes any decision on whether the Detroit Free Press and The Detroit News may join forces under a joint operating arrangement.

An assistant attorney general recommended July 23 that a public hearing be held in Detroit to gather more evidence on the newspapers' contention that the Free Press is a "failing newspaper" and in need of a JOA to preserve its independent news and editorial voice. The Free Press has been owned by Knight-Ridder Inc. since 1940; Gannett Co. acquired the News earlier this year.

Although Douglas H. Ginsburg did not recommend outright denial of the application, which he could have, he concluded that a JOA "does not appear necessary" on the basis of the record to date.

"At this time," he said, "the record shows that Knight-Ridder made significant investments in the Free Press that, while not meeting all objectives, resulted in gains in circulation relative to the News, gains in advertising revenues (measured in constant dollars), and the promise of more benefits from a newly expanded printing plant. Therefore, without further evidence that the economic choice facing Knight-Ridder was much bleaker than these objective facts indicate, approval of the application does not appear necessary to prevent the loss of the Free Press as an independent voice."

Knight-Ridder referred calls for comment to William J. Keating, chief executive officer of the Detroit Newspaper Agency, which has been formed to operate the proposed JOA.

Keating called the recommendation for a hearing "consistent" with the Antitrust Division's action in the last two JOA applications, in Cincinnati and Seattle. In both cases the applications were ultimately approved. (On two applications prior to those, in Anchorage and Chattanooga, the Antitrust Division recommended approval without a hearing.)

Of the report itself, Keating said: "We come to some different conclusions upon the facts as we see them." The parties will analyze Ginsburg's findings and prepare a reply for submission to Attorney General Meese in late August, he said.

In his 70-page report, Ginsburg devoted a great deal of attention to circulation trends of the two papers, predicting at one point that if current trends were to continue there is a "strong possibility" that the Free Press will, for the first time, take the lead in daily circulaton when Audit Bureau of Circulations figures for the six months ending Sept. 30 become available.

Another key point was that the operating losses of the Free Press—almost $40 million in losses in the last five years—were sustained in an effort to achieve "dominance."

"When a newspaper owner consciously and deliberately decides to sacrifice short-term profits in a quest for greater long-term profits, indeed potential monopoly profits, should a JOA be available as a "'second best' alternative?" Ginsburg asked.

The Newspaper Preservation Act of 1970, which authorizes JOAs and the procedure for seeking them, states that to qualify, at least one newspaper must be a "failing newspaper." "I have concluded that the applicants have not yet sustained their burden of proof of showing that the Detroit Free Press is a 'failing newspaper' within the meaning of the Act. . . .," Ginsburg said. But he continued: "One cannot conclude that this burden is incapable of being met."

To ascertain if the Free Press meets the requirements of a "failing newspaper," he said, these questions should be considered:

- "Whether in light of current circulation trends, including larger gains by the Free Press than by the News in the primary market area, the Free Press is likely to achieve further growth in the market and improve its competitive posture"
- "Whether these circulation trends, as well as the (upscale) demographic characteristics of the Free Press readers, indicate that advertising revenues are likely to increase"
- "Whether, in light of growing circulation and increasing advertising revenues, the Free Press is in the so-called 'downward spiral,' the traditional plight of a failing newspaper . . . "
- "Whether in light of Knight-Ridder's decision to fund Operation Tiger (a long-range plan to improve market position) and the $22.3 million plant expansion, the benefits of which have not been fully realized, applicants can sustain their burden of showing that the Free Press probably would be closed in the absense of the JOA"
- "Whether Detroit can support only one profitable newspaper."

Ginsburg also questioned the "almost unseemly haste" in which Knight-Ridder and Gannett considered the possibility of a JOA. He said the matter was considered even before Gannett completed its acquisition of the News in February.

Gannett Vice Chairman Douglas H. McCorkindale told **presstime** the company "did not have any understanding with Knight-Ridder" prior to the purchase about a possible JOA.

Comments on the Ginsburg report and on any other filings that have been submitted to the Justice Department on the JOA application may be filed until Aug. 22 [**presstime**, July 1986, p. 64]. After that, Meese will decide whether to approve the application, deny it or appoint an administrative law judge to conduct a hearing. —*Margaret Genovese*

REGULATORY NOTES

- The Federal Trade Commission July 3 asked for public comment on proposed regulations implementing the new law requiring **health warning statements** in print advertisements for "smokeless tobacco" products such as snuff, chewing tobacco and plug tobacco.

The law requires the warning statements to appear in a circle-and-arrow format. The proposed regulations list the minimum diameter of the circle and the size of type that must be used for various size advertisements. Comments are due Aug. 4. The law takes effect next Feb. 27 [**presstime**, March 1986, p. 42].

- The Federal Communications Commission is reviewing public comments on a petition that it adopt a rule prohibiting a single entity from **owning cable TV systems** serving more than 50 percent of subscribers in any one state or more than 25 percent of subscribers in the nation.

- Patricia Diaz Dennis was **sworn in as an FCC commissioner** June 25 for a term to expire June 30, 1989. [**presstime**, May 1986, p. 62].

LEGISLATION

LEGISLATIVE NOTES

- The House Education and Labor Committee June 25 approved a bill that would require the federal government to **notify workers who have an increased risk** of developing diseases because of their exposure to hazardous substances.

HR 1309 would establish a nine-member risk assessment board. The Secretary of Health and Human Services would make the notifications. A similar bill, S 2050, is pending before the Senate Labor and Human Resources Committee.

- ANPA and eight other media organizations opposed a Senate-passed measure that would impose new **penalties on people convicted under espionage laws**, including forfeiture of any property used to commit the crime.

In addition to applying to "classic acts of espionage," the penalties would apply to the law under which Samuel L. Morison was convicted for providing photographs to a British defense magazine [**presstime**, May 1986, p. 59], and to the law under which CIA Director William J. Casey has threatened to prosecute the press [**presstime**, June 1986, p. 68], the groups said.

- ANPA has urged a Senate subcommittee considering a bill imposing economic sanctions on South Africa to do nothing that might make it more difficult for the press to **gather news in South Africa** and for news to be distributed there.

In a July 10 letter to the Subcommittee on International Finance and Monetary Policy, the Association noted, for example, that one provision in S 2498 would prohibit deposits in South Africa banks. "Any U.S. citizen assigned as a foreign correspondent in that country would find it most difficult to function on a permanent basis using only travelers checks," the letter stated.

- The House Subcommittee on Health and the Environment scheduled a second hearing on **tobacco advertising** for Aug. 1 to listen to opponents of advertising restrictions. Proponents of restrictions testified at a July 18 hearing.

COURTS

COURT BRIEFS

- Over three decades, through 1984, the **average damage award in a libel case** increased nearly 16 times. According to the Libel Defense Resource Center, the average award in the period 1954-64 was $128,933; from 1980-84 it was $2,043,702.

"Even adjusting for inflation, the data strongly suggest that [the Supreme Court decision in *New York Times v. Sullivan* in 1964] and subsequent cases . . . have completely failed in their mission to put a brake on runaway damages that would threaten to chill freedom of expression," said LDRC General Council Henry R. Kaufman at a libel conference sponsored by the Gannett Center for Media Studies.

- In another study, LDRC **examined the records** of Justice William H. Rehnquist, nominated as chief justice, and U.S. Court of Appeals Judge Antonin Scalia, nominated to the Supreme Court. In 25 libel and privacy cases in which either wrote or joined in a decision or statement, none favored the media or libel defendants, according to LDRC [**presstime**, July 1986, p. 62].

Confirmation hearings on the Rehnquist nomination were scheduled to begin July 29 in the Senate Judiciary Committee.

- U.S. District Judge Thomas G. Hull July 8 **dismissed a $26-million lawsuit** filed by a political candidate against a Tennessee newspaper that refused to accept his political advertisement.

Hubert D. Patty, a candidate for county executive for Blount County, claimed that the action by The Daily Times of Maryville violated the First and Fourteenth amendments to the U.S. Constitution, the state constitution, a federal antitrust law, and a federal voting rights law.

- U.S. District Judge Samuel P. King ordered Hammer DeRoburt, president of the Pacific island nation of Nauru, to **pay attorney fees** incurred by The Pacific Daily News of Guam in successfully defending itself against DeRoburt's libel suit [**presstime**, Dec. 1985, p. 38].

- On a 2-1 vote, the 2nd U.S. Circuit Court of Appeals May 27 **upheld the securities fraud conviction** of former Wall Street Journal Reporter R. Foster Winans [**presstime**, Sept. 1985, p. 36].

You'll have to wait to go up into space

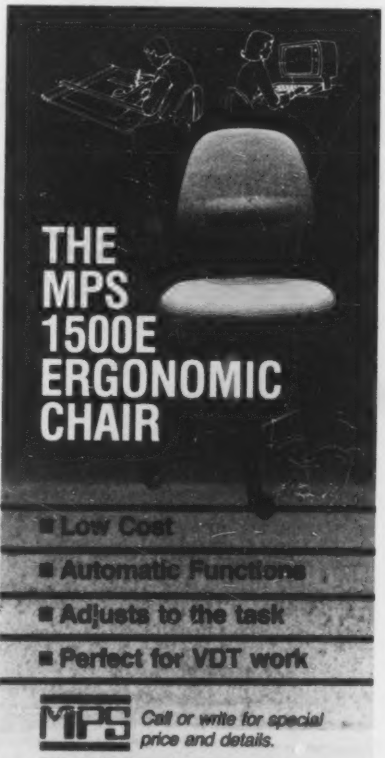
The National Aeronautics and Space Administration has indefinitely postponed plans to include a journalist on a space shuttle flight. Shuttle flights are not expected to resume before 1988.

A 15-member panel was to have begun work this fall to select five finalists from 40 regional nominees [**presstime**, June 1986, p. 68].

The selection process was administered by the Association of Schools of Journalism and Mass Communication. ☐

IRE publishes index

Investigative Reporters & Editors has published an annotated index of the thousands of investigative stories in the organization's files. *The Investigative Journalist's Morgue* is a 188-page, softcover book available for $10 plus $1 postage and handling from IRE, P.O. Box 838, Columbia, Mo. 65205; (314) 882-2042. ☐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Postal Rate Commission urges Congress to scrutinize in-county subsidy

Some newspapers' mail rates ultimately could increase as a result of a new Postal Rate Commission report urging Congress to take a "closer look" at postal subsidies.

The commission said in-county mail rates that apply to some newspapers possibly are being used for purposes other than Congress intended when establishing postal subsidies.

The panel said such in-county rates historically have applied to mail in "rural" areas. But the term "rural" is "too limited for today's in-county users," it said. "The bulk of current in-county mail pieces are entered at central city post offices of large (population over a million) metropolitan areas."

Comments were contained in a "preferred rate study" the commission recently prepared at the request of Congress.

The commission noted that congressional concern over use of the in-county rate stems partly from the practice of large, national magazines designating their "known office of publication" in a county where a large number of copies were mailed—even though their main offices are elsewhere. For example, the commission cited a General Accounting Office report that six national publishers had designated Los Angeles County as their office of publication and hence lowered their costs by increasing their use of the mail subsidy.

To curb that and other practices, Congress this year denied eligibility for the in-county rate if the number of copies of an issue distributed in the county of publication is less than half the issue's total paid circulation. The limitation does not apply if the issue's total paid circulation is less than 10,000 [presstime, May 1986, p. 64].

Elsewhere in the report, the commission recommended changing the way "overhead" costs are calculated for mail that receives a subsidy. The commission suggested that as a way to put less strain on federal coffers.

The commission went so far as to suggest eliminating most of the federal "revenue forgone" appropriation—the one that funds the postal subsidy—and replace it with money generated from other classes of mail. "Virtually all costs of the Postal Service could then be recovered from mail users rather than taxpayers, and revenue forgone could be substantially eliminated as a federal government expense," the commission told Congress.

As part of the recommendation, it said Congress should change the rate-making process so that the commission would take into account the "public benefit of organizations eligible to use these (subsidized) subclasses."

The current revenue-forgone appropriation is $716 million, and Congress' goal for next fiscal year is to freeze that amount. Of the total this year, 78 percent goes to third-class, bulk, non-profit mail. Second-class, in-county mail takes up 7.7 percent, and second-class non-profit, 7.1 percent. Other categories are "free for the blind" (3.9 percent), fourth-class library rate (3 percent), second-class "classroom" rate (0.2 percent) and "science of agriculture" (0.1 percent).

USPS issues more TMC rules

The U.S. Postal Service last March clamped down on the practice of mailing total-market-coverage publications via second-class mail. And it turned the screws even tighter in mid-July by issuing new rules that threatened the practice by a few papers still engaging in it.

Under the new rules, published in the Federal Register July 15 and effective July 20, eligibility for second-class TMC status hinges on whether a large number of regular issues also are mailed.

Specifically, the rules provide that a TMC publication cannot travel under a newspaper's second-class permit if the number of non-subscriber copies "is more than twice the number of copies of any other single issue of the parent publication distributed through the mails during the same week."

If the publication cannot qualify, it must secure its own second-class permit. That would be virtually impossible because of numerous other rules governing second-class, not to mention a host of separate-permit rules that took effect June 8 [presstime, June 1986, p. 64].

Tonda F. Rush, ANPA assistant general counsel, said in late July the Association was studying the impact of the new rules and likely will comment unfavorably on them by an Aug. 14 deadline.

Meanwhile, ANPA in late July was preparing to file a brief in its federal court appeal over the first set of restrictive, second-class TMC rules. The case is in the 4th U.S. Circuit Court of Appeals, Richmond, Va.

POSTAL NOTES

- A proposal to restore a portion of a **newspaper-related postal subsidy** eliminated earlier this year was defeated in a House and Senate conference committee.

The money would have been used to subsidize mailing fewer than 5,000 copies of a second-class publication to counties adjoining the county of publication. The rate was known as "limited circulation" [presstime, July 1986, p. 66].

- The U.S. Postal Service said it will ask the Postal Rate Commission for a recommendation on enlarging slightly the minimum size allowed for third-class mail pieces in the carrier-route presort category. The change, advocated by ANPA, would **accommodate many newspapers' total-market-coverage publications** [presstime, May 1986, p. 64].

ANPA Assistant General Counsel Tonda F. Rush said that because the change would have no effect on rates for other mailers, the commission likely will go along with the idea. New size restrictions could be in place by the end of the year, she said.

- A **rate increase is unlikely** for at least another year and a half to two years, according to Postmaster General Albert V. Casey. The reason is that USPS reported a $115-million surplus for the quarter ending June 6, and postal authorities predict a $414-million profit this fiscal year.

USPS attributed the bright financial picture to cost-cutting measures largely in the reduction of postal worker overtime.

- Postmaster General Casey is scheduled to **end his eight-month stint** this month. There was no word on a successor by late July.

Casey was named to the top USPS post in January to replace Paul N. Carlin, who was fired by the postal Board of Governors [presstime, Feb. 1986, p. 40].

Carlin sued in federal court to get his job back, but the case was dismissed.

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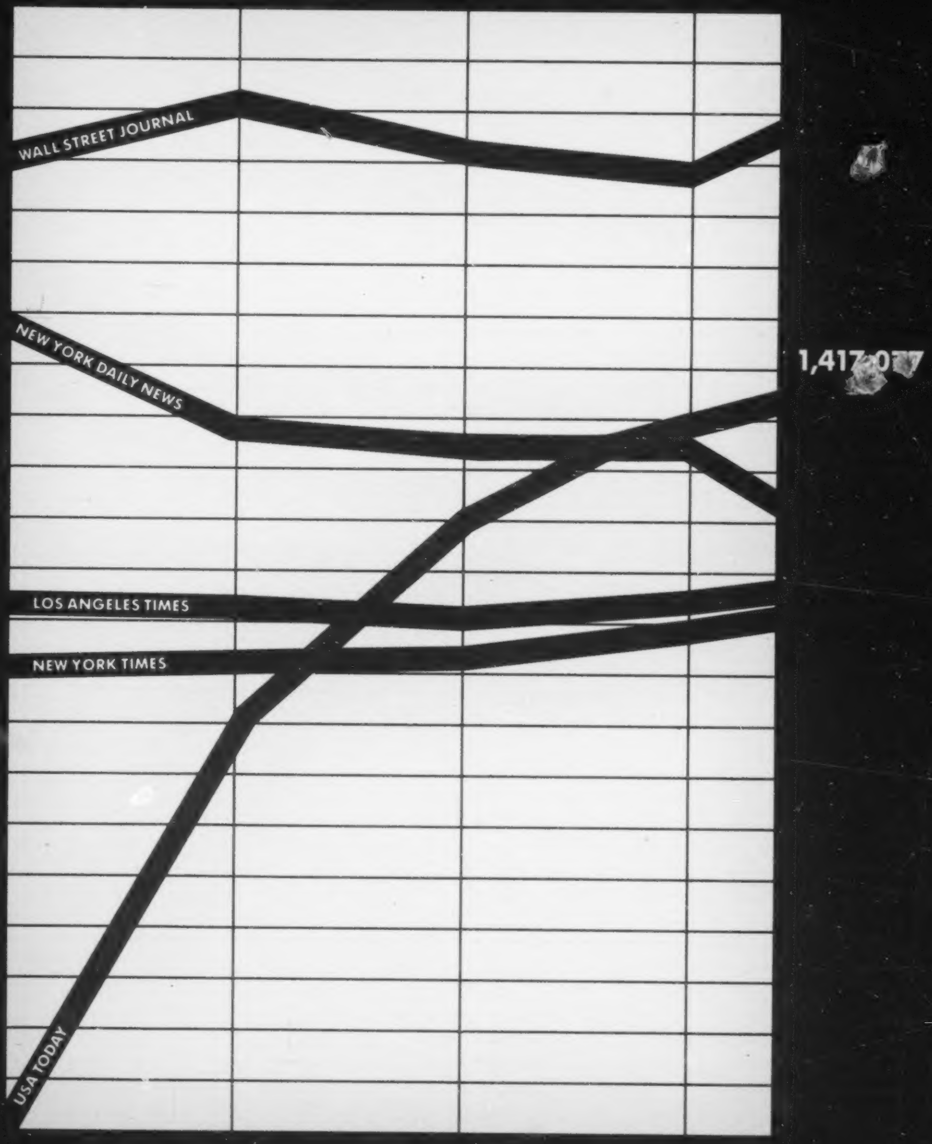


Legislatures chip away at newspapers' tax exemptions

Recent state tax developments around the country leave newspapers with mixed results in efforts to retain tax exemptions. Legislatures in two states voted to take away sales tax exemptions from newspapers, while in two other states a court and a tax appeals board upheld exemptions.

On July 1, newspaper circulation sales in Louisiana became subject to a temporary 1-percent tax. The state Department of Revenue estimated the tax will raise more than $800,000 in one year to help the state offset a projected budget shortfall caused by the decline in oil and gas prices.

Newspaper circulation previously had been exempted entirely from the state's 4-percent sales tax.

Technically, the state legislature suspended part of that exemption for one year. All other exemptions were similarly affected. "It was an across-the-board suspension, so we did not initiate any effort to fight it," said Jill Wilson, manager of the Louisiana Press Association.

Among the other exemptions suspended was one for certain raw materials used by printers.

In another move with consequences for newspapers, the legislature gave municipalities and parishes the power to levy an occupational license tax. Among those specifically mentioned as subject to tax are editors, publishers, printers and lithographers.

An amendment that would have deleted those four categories was narrowly defeated in the Senate, according to John D. Koch, general counsel for the Louisiana Press Association.

The tax is 0.1 percent of annual gross receipts, with a minimum tax of $50 and a maximum of $2,000. It is levied on businesses, not individuals.

Also, proposals to tax the news media are pending in two Louisiana cities.

In New Orleans, a proposal for a 2.5-percent sales tax on advertising is before the City Council. Twice deferred, the matter is on the agenda for Aug. 7. In Alexandria, the mayor's request for a 1-percent sales tax on advertising is "in limbo," according to Jim Butler, managing editor of the Alexandria Daily Town Talk. Because Mayor John Snyder has decided not to seek re-election, Butler said, "I think the mayor's proposals will just fall by the wayside."

In other recent state tax developments:

- In Florida, Gov. Bob Graham June 30 signed a bill that would repeal sales tax exemptions for newspaper advertising and circulation effective July 1, 1987, unless legislation is passed during the 1987 legislative session reinstating them.

The newspaper exemptions are among a large number of exemptions facing a legislatively mandated "sunset" [**presstime**, Feb. 1986, p. 42]. A study commission will be appointed to review the exemptions and report back to the Legislature next April.

- In Massachusetts, the Supreme Judicial Court has ruled that the state's sales and use tax exemption for machinery and materials used in publishing newspapers covers certain items involved in the prepress process. Among them are video display terminals, computers and phototypesetters.

The Lowell Sun Publishing Co. and the Massachusetts Newspaper Publishers Association had challenged 1982 regulations that limited the exemption to items used in the printing process.

- In Montana, the State Tax Appeal Board ruled 2-1 on July 1 that newspapers' inventories of newsprint and ink are exempt from personal property tax because they are used to produce a "marketable product."

The state's Department of Revenue had maintained that newsprint and ink were taxable as supplies used in the delivery of a service.

The decision resolved disputes involving two daily newspapers, The Billings Gazette and The Daily Inter Lake of Kalispell. County tax assessors challenged the newspapers' use of the exemption in 1985 after attempts to pass a tax on newsprint and ink failed in the state Legislature.

- The U.S. Supreme Court has agreed to hear a case concerning Arkansas laws that exempt newspapers and some speciality publications from the state sales tax while not exempting general-interest magazines. Arkansas Writers' Project Inc., publisher of Arkansas Times Magazine, has appealed a ruling by the Arkansas Supreme Court upholding the statutes. ☐

Newspaper deliverers declared exempt from seat belt laws in additional states

Four of the 10 states enacting mandatory seat-belt usage laws this year specifically exempted people delivering newspapers. Those states are Florida, Kansas, Ohio and Tennessee.

California and Connecticut previously enacted laws with newspaper-delivery exemptions [**presstime**, Aug. 1985, p. 39].

By late July, 26 states and the District of Columbia had seat-belt statutes, according to the National Highway Traffic Safety Administration.

Several states without specific newspaper exemptions had general delivery exclusions. Michigan Attorney General Frank J. Kelley recently ruled that an exemption in that state's law for a "commercial vehicle . . . which makes frequent stops for the purpose of pickup or delivery of goods or services" applies to rural newspaper carrier vehicles.

A provision in the law in Washington state allows its Commission on Equipment to exempt operators of vehicles required to make frequent stops.

Paul R. Conrad, executive director of Allied Daily Newspapers, said he has received verbal assurance from a commission official that exemptions will be given to drivers on rural newspaper-delivery routes. Tacoma, Wash.-based Allied is a regional association for newspapers in the Pacific Northwest. ☐

Pennsylvania adopts open meetings law

A new open meetings law will take effect in Pennsylvania in January.

The law, signed July 3, circumvents a 1977 court ruling that only formal votes of governmental boards had to be taken in open session. Under the new law, "deliberations" leading up to those votes also must be open to the public.

The Pennsylvania Newspaper Publishers Association lobbied for the new law, which passed both houses of the Legislature unanimously. ☐

ANPA urges Senate panel to retain curbs on phone companies' electronic publishing

The infant electronic information industry still needs protection from AT&T and its spun-off Bell operating companies, ANPA said in a 132-page document presented to the Senate Commerce Committee July 17.

"Domination of electronic information services by the BOCs (Bell operating companies) and AT&T, as a result of their control over critical transmission facilities, is a very real danger that threatens the diversity of information sources fostered by First Amendment policies," the Association said.

The "Modification of Final Judgment" that divested the BOCs from AT&T "contains provisions to implement the diversity principle, which provides that monopoly telephone companies should not be allowed to own or control the information which flows over their transmission facilities," ANPA noted. That diversity principle "must be retained in any legislation affecting the MFJ to ensure the development of a competitive, significant marketplace for electronic information services," the Association said.

The Commerce Committee has jurisdiction over the bill introduced in June by Senate Majority Leader Robert J. Dole (R-Kan.) to shift jurisdiction over the MFJ from U.S. District Judge Harold H. Greene to the Federal Communications Commission. As currently written, S 2526 would not embody the diversity principle [presstime, July 1986, p. 69].

Although no hearings have been scheduled on the legislation, Dole has said he will seek passage before the end of this year. Commerce Committee Chairman John C. Danforth (R-Mo.) invited "interested parties" to submit comments, which are now being reviewed by committee members and staff.

Among ANPA concerns is that FCC Chairman Mark Fowler favors lifting restrictions on the phone companies, freeing them to provide electronic information services over their own transmission lines. Under the MFJ, AT&T is barred from such activities at least until August 1989. The BOCs are barred indefinitely, or at least until they can prove that their entry into the marketplace would not adversely affect competition.

ANPA and a host of firms in the telecommunications industry have long argued that if the telephone companies are allowed to own and operate innovative electronic information services, they will squeeze out competitors.

> *"Domination of electronic information services by the BOCs" is a "danger that threatens the diversity of information sources."*

The Association told the Senate the Bell companies can do this by:

- Providing service to their own electronic information systems more quickly than to competitors
- Designing new equipment to fit the needs of their own affiliates rather than those of competitors
- Providing their own affiliates with information, such as subscriber lists and maintenance and operating statistics and plans, which would be denied to competitors
- Introducing technical standards that would favor their own companies and impede competitors.

ANPA cited evidence submitted by the Justice Department in the antitrust suit that led to the MFJ that AT&T had used its monopoly power to discriminate against competition. AT&T allegedly adopted restrictive tariffs for competitors, refused to provide necessary services to competitors and prohibited the connection of competitors' equipment to the telephone network.

When he introduced his bill, Dole claimed that the FCC has the "staff and the technical resources for effective, continuing oversight" to make sure such things do not happen. But ANPA maintained in its comments that the FCC has no experience in antitrust matters, while Judge Greene is an expert in the field.

ANPA issued a "legislative alert" on June 20 to member newspapers urging them to express their views on the pending legislation to their senators as quickly as possible. "The diversity principle is under assault," ANPA said. "It is extremely important that your senator hear your views on whether or not the diversity principle should remain law." ☐

TELECOMMUNICATIONS NOTES

- As expected, two **regional Bell companies**, Nynex Corp. and Ameritech Corp., have joined forces to **publish a magazine** for families on the move.

The first edition of the free quarterly magazine, Changing Homes, was distributed nationwide June 1 to 1.5 million families who have recently moved, said spokespersons for the companies.

Nynex and Ameritech said about 1.5 million families move each quarter. Each newly located family will receive four issues. An additional 1.5 million families will be added for each edition during the first year.

Telephone and utility companies, who have the latest information on new arrivals, will distribute the magazine. It will contain national generic articles, such as tips on home safety and decorating, and local information such as maps, commercial services available and mass transportation schedules [presstime, March 1986, p. 16].

- Dow Jones Information Services announced a new **service that discloses stocks held and traded by insiders**—a company's officers, directors or shareholders with more than 10 percent of a class of stock.

The service, called the Insider Trading Monitor, is available on Dow Jones' News/Retrieval online information system. It offers stock-trading information on 60,000 insiders at 6,500 publicly held U. S. firms.

- The **privacy** of electronic mail, computer transmissions, paging devices and cellular telephones would be protected under a bill passed by the House in June.

The measure would make it a crime for an individual to disclose, alter or gain improper access to electronic communications.

The Senate is considering a similar bill.

- Scripps Howard **acquired 100 percent of TeleScripps Cable Co.** with the purchase of the 50-percent share held by Tele-Communications Inc.

TeleScripps operates cable systems in eight states. With the purchase, Scripps Howard becomes one of the 25 largest cable operators in the United States.

Foundation workshop develops literacy project guidelines

Guidelines for starting three types of literacy projects emerged from a two-day workshop for newspaper personnel conducted by ANPA Foundation.

"The guidelines represent the combined efforts of 16 newspaper representatives" and "a good start for the handbook the Foundation will be developing over the next few weeks," said Carolyn Ebel, coordinator of the Foundation's literacy program. The handbook, giving newspapers information on designing a literacy campaign, is scheduled to be available sometime this fall.

In the meantime, the guidelines will be sent to ANPA-member newspapers this month along with other literacy materials, including camera-ready ads and cartoons, which may be used during "Literacy Month" this September. The cartoons focus attention on the importance of reading and writing as well as on solutions to the problem of illiteracy. The ads urge newspaper readers to encourage those who cannot read to seek help.

Participants in the July 9-10 workshop at The Newspaper Center in Reston, Va., identified three kinds of newspaper literacy projects: those stressing community involvement, those involving newspaper employees and those in which the newspaper serves as catalyst for fund-raising. They compiled a set of guidelines for each, consisting of purposes/rationales and suggested courses of action.

The Foundation's literacy program has been officially named "Press To Read." Foundation Chairman and President Edwin L. Heminger, editor and publisher of The Courier of Findlay, Ohio, said the slogan "signifies the spirit of newspaper efforts to help America become literate."

Heminger added: "Through the Newspaper in Education program, our industry has had a longstanding commitment to reading instruction for children and adults. The new program is a logical outgrowth of NIE and aims to help newspaper publishers expand or custom design literacy projects in their own communities.

"'Press To Read' will give support and counsel to a variety of local and national literacy programs in an all-out attempt to raise public awareness of this very serious national problem."

Discussing literacy efforts during a workshop break are (from left) Betty L. Sullivan of USA Today's Classline program, Jeffrey J. Rubin of The Washington Times, Judith A. Koloski of the American Association for Adult and Continuing Education, and E. Joan Abeles of the Canadian Daily Newspaper Publishers Association.

Survey charts steady NIE growth

The number of U.S. daily newspapers with Newspaper in Education programs has grown nearly 10 percent since 1983.

According to a new survey, conducted by ANPA Foundation and the International Newspaper Promotion Association, 654 U.S. dailies reported NIE programs, a 9.4-percent increase from the 598 that reported them in the last survey [presstime, Sept. 1984, p. 41].

The latest survey was conducted by mail between August 1985 and January of this year. Follow-up telephoning took place through April.

For the first time, the survey covered some dailies in Canada and several other countries. In all, 702 dailies reported NIE programs, or 73 percent of those surveyed.

The survey also found that NIE programs have expanded in size since 1983. The number of newspapers with 100 or more participating schools rose from 21 percent to 27 percent of the total. Also on the rise were percentages of newspapers reporting 100 or more participating teachers, 6,000 or more participating students, and 5,000 or more copies distributed annually.

One of the other developments noted was that fewer NIE-sponsoring newspapers are providing newspapers or curriculum materials free of charge. That number dropped from 20 percent in 1983 to 12 percent. Seventy-six percent provide the newspapers at half the newsstand price; 7 percent provide them at less than half the newsstand price; and 5 percent have other pricing arrangements (such as half the home-delivery price).

NIE instructor training seminar Oct. 20-23

ANPA Foundation will hold a Newspaper in Education Instructor Training Seminar Oct. 20-23 at Airlie House near Warrenton, Va.

The seminar, designed to help NIE personnel and educators conduct effective teacher workshops, will be conducted by Edward deRoche, dean of the School of Education at the University of San Diego, and Linda B. Skover, assistant director of ANPA Foundation.

The $450 registration fee includes room, board and instructional materials. For more information, contact Rose Stormer of the Foundation at The Newspaper Center, Reston, Va.

Books

The 'Big Four' among wire services

Some critics accuse Reuters, the Associated Press, United Press International and Agence France-Press of being "monopolizers, gatekeepers and perpetrators of a predominantly negative picture of the Third World," notes Jonathan Fenby.

Are these barbs justified? Not necessarily, says Fenby, a former foreign correspondent for Reuters and currently head of the Bonn bureau of The Economist magazine. Presenting both sides of the controversy, he concludes that in most instances the allegations against the wire services don't hold up. In *The International News Services: A Twentieth Century Fund Report*, he also chronicles the emergence of "The Big Four" and their expansion into non-newspaper media.

The 276-page, hard-cover book is available for $19.95 from Schocken Books, 62 Cooper Square, New York, N.Y. 10003.

Making a case for journalism ethics

Truthtelling, justice, freedom, humaneness and stewardship—these bulwarks of Judeo-Christian civilization are vitally important to the establishment of a journalistic ethics system, according to Edmund B. Lambeth.

Lambeth, director of the University of Kentucky School of Journalism, draws upon hypothetical and actual reportorial decision making to state his case for a contemporary journalism code of ethics.

Committed Journalism: An Ethic for the Profession is available in hard cover for $25 and in soft cover for $8.95 from Indiana University Press, 10th and Morton streets, Bloomington, Ind. 47405.

Advising journalists on libel and privacy

The Journalist's Handbook on Libel and Privacy by Barbara Dill is "a reference for reporters, photographers, editors and publishers."

Dill, formerly on the legal staff of The New York Times Co., leads seminars on prevention of libel and privacy suits. In this 264-page, hard-cover book, she covers the development of libel law, discusses case histories, and devotes a chapter to questions and answers on public records, "actual malice" and libel trials.

The handbook is available for $19.95 from The Free Press, 866 Third Ave., New York, N.Y. 10022. ☐

News Research

Readers found to spend less time with paper after a.m. conversion

BY GUIDO H. STEMPEL III

Conversion from afternoon to morning publication has become common in the newspaper field, but research into reader reaction to such changes has not. This makes a well-designed study by Galen R. Rarick and James B. Lemert, professors of journalism at the University of Oregon, of particular interest.

They interviewed 256 subscribers to the Eugene Register-Guard both before and after its conversion to morning publication in September 1983. Randomly selected respondents were interviewed by telephone the week before the change and again three to four weeks later.

Rarick and Lemert found that subscribers spread their reading time more across the day but spent slightly less time reading the morning Register-Guard than they had with the afternoon Register-Guard. Average time was 39 minutes for the morning paper and 45 minutes for the afternoon paper.

They also found that television news viewing dropped both in the morning and the early evening. The decline in morning news viewing might be expected as the result of the presence of the morning paper. The reason for the decline in evening viewing is not so obvious, but Rarick and Lemert suggested that perhaps reading the afternoon paper put people in the mood to watch TV news. The absence of the afternoon paper might affect that mood.

Half the respondents said they wished the Register-Guard would go back to afternoon publication, while 35 percent said they did not want it to do so and 15 percent had no preference. Only 2 percent canceled their subscription after the change, which probably was not much different from what would have happened if the Register-Guard had not changed its publication schedule.

The study is reported in the Winter 1986 issue of the Newspaper Research Journal.

• • •

How publishers, editors and reporters view reporter participation in decision making is the subject of an article in the Winter 1985 Journalism Quarterly.

Ted Joseph, a journalism faculty member at Virginia Commonwealth University, sent a mail questionnaire to 600 randomly selected daily newspapers and received responses from 325 (54 percent).

He asked about 34 specific types of decisions and found reporters agreed with both publishers and editors on how much reporter participation there should be in 27 of them. They differed, however, on how much reporter input there should be in decisions about how to cover a story, time needed, length, overtime, bylines, evaluation of editors and determination of the individual reporter's salaries.

Joseph also asked about existing practice and found that practice was closer to reporters' preferences than to editors' and publishers' preferences on how to cover, time needed, length and bylines. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Minnesota survey yields mixed results on public support for free expression

Forty percent of Minnesotans think it is better to have the government suppress free speech than to risk undesirable behavior, according to a survey conducted by the Minneapolis Star and Tribune. At the same time, 56 percent said it is better for society to risk unwanted acts than to limit expression.

The survey was commissioned by Freespeech, a statewide organization formed by the Minnesota Newspaper Foundation to heighten public awareness of the value of the First Amendment.

Many people think the First Amendment "is OK if no one gets hurt," said U.S. District Judge Edward Devitt, a Freespeech official. But he warned, "If we want the First Amendment, we have to take the good with the bad, the bitter with the sweet."

The survey found that people most likely to express themselves in public are "far more supportive of free expression than people who don't speak out in public."

It also found that free-speech supporters tend to be better educated. Seventy-two percent of the respondents, however, did not know where free expression is mentioned in the U.S. Constitution. ☐

Speeches

Katharine Graham

James D. Boswell

Peggy Thompson

F. A. Blethen

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Straight Talk About the Detroit Joint Operating Agreement
Allen H. Neuharth, chairman, Gannett Co., Arlington, Va. Detroit Chamber of Commerce annual legislative conference, Mackinac Island, Mich., May 30

Confessions of a CEO
Katharine Graham, chairman and chief executive officer, The Washington Post Co. New York University Graduate School of Business Administration pre-commencement, June 4

Illiteracy: One of America's Most Urgent Issues
James K. Batten, president, Knight-Ridder Inc., Miami. Southeastern Virginia Junior Achievement Hall of Fame banquet, Norfolk, May 7

Retailing and Newspapers—A New Ball Game
Robert G. Marbut, president and chief executive officer, Harte-Hanks Communications Inc., San Antonio. Texas A & M University Center for Retailing Studies Invited Lecture Series, College Station, Feb. 25

Managing Our Human Resources
James D. Boswell, vice president/employee and public relations, Los Angeles Times. Newspaper Personnel Relations Association annual conference, Vail, Colo., June 23

PCs: Panacea or Pandemonium
Peggy Thompson, director/technology and services, The Hearst Corp., New York City. ANPA Operations Management Conference & Exposition, Atlanta, June 23. (Other OMCE speeches were listed in the July issue, p. 40.)

Fair Pay for Women
David G. Tuerck, associate professor and chairman, Suffolk University Department of Economics, Boston. Federalist Society meeting, Boston University Law School, March 25. (Or see June 15, 1986, Vital Speeches of the Day, Box 606, Southold, N.Y., 11971.)

From the International Newspaper Financial Executives spring conference, Scottsdale, Ariz., May 18-21:

Meeting the Challenge of Changing Advertisers' Needs
Roger H. Clapp, advertising director, Richmond (Va.) Newspapers Inc.

Circulation Departments in the Future
Howard L. Hay, vice president and director of circulation, Chicago Tribune

From the International Circulation Managers annual sales conference, Seattle, June 29-July 2:

Maintaining an Adequate Customer Base and Other Thoughts About Circulation
F. A. Blethen, publisher and chief executive officer, The Seattle Times

Defining Circulation Success in the Marketplace of the Future
Tom Holbein, executive vice president, Belden Associates, Dallas

Low recall of TV ads cited

"Down the Tube" is where most television advertising goes, according to Leo Bogart of the Newspaper Advertising Bureau.

Presenting the results of new bureau research at a press briefing June 23, Bogart observed that over the past two decades, recall of TV commercials has dropped significantly. Furthermore, the shorter spots now being introduced, 15 seconds long, "will have a devastating effect on the memorability of television advertising," said the bureau's executive vice president and general manager.

In 1965, 18 percent of the adults surveyed could remember what was advertised in a commercial they had viewed less than five minutes earlier. In 1974, recall was 12 percent, and in 1981 and again this year, it was down to 7 percent.

Leo Bogart

Contrary to some studies, NAB research has indicated that shorter commercials get less recall than longer ones. And those in the middle of a block of commercials are less than a third as memorable as those at either end.

So with more short commercials packed tightly together, recall is further imperiled, the new study said. "It can be expected that if 15-second commercials should become as dominant as 30-second commercials now are, recall of the last brand advertised might be expected to drop to less than 4 percent of viewers."

The study was based on telephone surveys of 1,011 adults who were watching television in six cities: Albuquerque, Atlanta, Cleveland, Denver, Pittsburgh and Seattle. Interviewing was conducted from Jan. 27 through Feb. 5 between 6 p.m. and 9:30 p.m. Interviewing, editing and coding, weighting and tabulations were supervised by Burke Marketing Research Inc. of Cincinnati.

The question asked was: "Thinking about the very last commercial that was shown, can you tell me what product was advertised? And if you can remember the product or company, what brand was it?"

NAB "credited the answers as correct if the viewers recalled any commercial in the last 'pod' rather than just the very last one, and even if they mentioned the manufacturer or company rather than the specific brand or product," Bogart said.

> *"The people who watch television most are most immune to the advertising."*

In the press conference at which the new study was unveiled, he pointed to other findings that suggest television commercials often reach the wrong audience:

- "The people who watch television most are most immune to the advertising"; that is, the study found that recall was lowest among most frequent viewers. For example, people over 55 watch 29 percent more hours of TV than young adults (age 18-35), yet their recall of commercials is much lower—4 percent, compared with 11 percent among young adults.
- "TV overexposes your messages to a lot of people and underexposes them to a lot you ought to be reaching"; the top 20 percent of television viewers see 42 percent of the commercials, yet "the heaviest users of TV are the people most packaged-goods advertisers are least interested in—the older, less affluent, less educated members of the population."

In contrast, Bogart said, "newspapers concentrate on the best customers, the better educated and the more affluent, the very ones who are the lightest TV viewers."

The NAB executive cited previous research showing that TV sets often play to empty rooms or to people not paying attention. And he noted that the use of cable television, video cassette recorders and remote-control devices is growing [**presstime**, Oct. 1984, p. 11]. The combination of these developments plus the poor-recall factor are having a major, negative effect on TV advertising, Bogart said.

On the other hand, "77 percent of the people who read the paper will open the page that carries your ad," he said.

Meanwhile, according to a separate study, the costs of preparing television commercials are continuing to soar.

The report by the Association of National Advertisers shows that between 1984 and 1985, "the average cost of producing a single television commercial jumped 29 percent."

"For the first time," said the ANA report, "the average cost per commercial rose above the $100,000 level—to $124,930." □

Blair sale delayed by FCC

The sale of John Blair & Co. and its direct-mail subsidiary, Advo-System Inc., remained in limbo at press time, as the Federal Communications Commission was investigating whether the parent company's buyer was eligible to complete the transaction.

The buyer, Reliance Capital Group, in early July had bought 90 percent of Blair's outstanding shares of stock under terms of an offer favored by Blair's board of directors over another bid [**presstime**, July 1986, p. 58].

Under the Reliance plan, shareholders would receive $31 per share for 7 million Blair shares, plus debentures for the remaining 4.5 million shares.

But the FCC questioned whether Reliance violated FCC rules by not getting prior commission approval for a special trust. The trust would operate Blair during an FCC review of the transfer of Blair's television station licenses to Reliance.

Meanwhile, competing bidder Macfadden Holdings Inc. sought action by the Securities and Exchange Commission that would allow Blair shareholders to change their minds and back out of the Reliance deal. Macfadden said it was ready with a hostile bid to pay shareholders a higher price—$32 a share for 61 percent of Blair and a combination of $2 cash and preferred stock valued at $32 for each remaining share.

The sale of Advo was supposed to have been to yet another party, Warburg, Pincus Capital Partners. But that transaction was subject either to the Blair purchase by Reliance or to termination of the Macfadden purchase offer. □

Simmons and Scarborough decide to go separate ways again

The blending of two competing firms into Simmons-Scarborough Syndicated Research Associates was never a smooth marriage. Nonetheless, most observers were surprised by the sudden announcement of its "dissolution" July 17.

Interviews were to have started in a few months for the 1987 update of the 1985 Newspaper Ratings Study. Heralded as the largest syndicated study ever conducted of newspaper readership, it was intended to boost newspapers' share of national advertising by presenting advertisers and ad agencies with a single source of infomation on at least the top 50 markets [presstime, Aug. 1985, p. 42].

"It's a very awkward period," said Joseph E. Maschio, senior vice president/sales development and research for Million Market Newspapers Inc., a newspaper advertising-representative firm.

Meanwhile, Simmons Market Research Bureau and Scarborough Research Corp. announced they were each back in the business of conducting syndicated research for newspapers.

Newspaper executives active in establishing guidelines for the $2-million ratings study update expressed optimism that syndicated research will proceed.

"I suspect it will survive in one fashion or another because it is needed," said Gerald T. Silvers, president of the Newspaper Research Council, which worked with the International Newspaper Advertising and Marketing Executives in drawing up study guidelines. Silvers is research director of The Cincinnati Enquirer.

As things now stand, each of the independent firms says it will do syndicated research in at least the top 50 markets. Returning to the competitive situation that existed before the short-lived merger for the 1985 study, each firm will solicit its own clients. Though final reports will include data on non-subscribing newspapers, they will be available only to subscribers. Each firm will also try to sell its reports to ad agencies and ad-rep firms.

The breakup of the unified firm "matters only if the newspapers do not participate" in one of the two syndicated studies, said Larry Burkhart, chairman of INAME's Research Committee and co-chairman of the joint NRC/INAME Syndicated Research Task Force. He added: "I don't think we'll drop the ball. It's too important for our future."

Beyond the question of survival of syndicated research, "timing is a critical factor," said Jack Vernon, the other task force co-chairman. "One of the big guesses now is how quickly the companies will offer their reports," said Vernon, vice president of marketing for The New York Times Regional Newspapers Group. "They are talking about starting interviews in the fall, but no one is saying when the reports will be delivered."

Some predicted that the breakup will result in higher costs to the newspaper industry. "It can be very costly," said Burkhart, manager of general advertising for The Orange County (Calif.) Register. "Very few newspapers can afford to go with both." Before the merger, many newspapers bought both studies.

Others saw possible cost advantages in the long run. "It's going to complicate things a little bit, but in a competitive situation like that, it's good price-wise," said Philip E. Stout, who headed the Newspaper Advertising Bureau/INAME Task Force that spearheaded the original design for the syndicated study.

And some observed that the high cost of doing separate studies, which both firms cited as a prime reason for initiating the joint venture in 1984, might eventually eliminate one of the two.

Meanwhile, Scarborough has designated a director for its study, Jeffrey W. Rodgers, formerly vice president/marketing and research for the ad-rep firm of Cresmer, Woodward, O'Mara & Ormsbee. Simmons has not yet designated a project director. Interim questions should be addressed to Greg Appel, who was sales manager for the previous Simmons-Scarborough project. —*Marcia Ruth*

Planbooks available

The 1987 edition of the Newspaper Advertising Planbook is now available from the Newspaper Advertising Bureau.

For NAB-member newspapers, hardcover copies of the planbook cost $5.35 for up to 49 copies, $4.95 for 50-99, and $4.75 for 100 or more. Soft-cover planbooks are $4.25 in any quantity. There are additional costs for postage and imprinting of newspaper logos. Deadline for imprinting is Aug. 22.

Order from bureau's Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10119. ☐

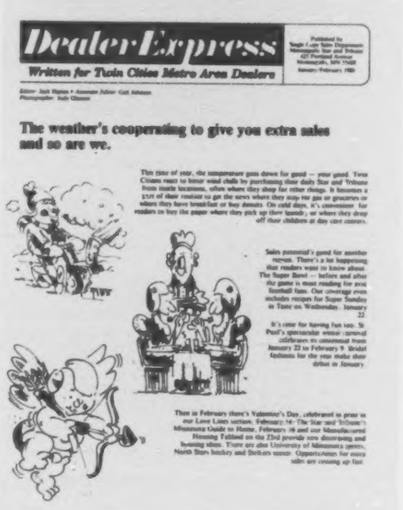
Dealers courted

Monetary rewards and gifts are fine, but to really bring out the best in your newsstand dealers, offer them fame and glory, too. That's the ticket at the Minneapolis Star and Tribune, which publishes a magazine, Dealer Express, dedicated solely to newsstand dealers such as convenience stores and hotel newsstands that sell the paper.

Dealer Express is a six-page, glossy publication that goes out every two months to some 1,350 dealers, said Associate Editor Gail Johnson. The magazine carries features about dealers. It also runs stories and photos of dealers who have won prizes and cash by displaying the Star and Tribune's latest promotional materials and by featuring the paper prominently, usually on the top rack.

There were 23 winning dealers in a recent month—those who had followed correct promotional guidelines. Each won a $25 prize, such as an umbrella or a windsock.

Perhaps the prime feature of the magazine is the back page, where dealers can—and do—write in to express their viewpoints and air complaints. The editors answer the letters, complaints and all, on the same page.



Dealer Express

Written for Twin Cities Metro Area Dealers

The weather's cooperating to give you extra sales and so are we.

Minneapolis dealers get bimonthly pitch.

No one has figured up the cost of the publication, Johnson said, but the Star and Tribune feels the expense is well worth it in terms of keeping the dealers happy and obtaining superlative displays at newsstands. Others feel Dealer Express is worthwhile too; the circulation depart-

with magazines

ment regularly mails out copies to 75 other newspapers throughout the country who have requested it.

Johnson said Dealer Express was launched in 1983.

A similar publication has been produced for a much longer period by Newsday of Long Island, N.Y. Dealer's Choice dates back at least to 1962.

But Peter J. Pacifico, assistant single-copy sales manager, says the publishing schedule in past years was erratic, with editions coming out sometimes only once every three months and occasionally only once a year.

Editor Ann Marie Ciervo said Dealer's Choice is now bimonthly and goes out to 6,000 dealers. The magazine carries news stories and features, and it promotes prizes.

Three dealers each month are chosen by lottery to be eligible for $1,000.

After their numbers have come up in the lottery, an anonymous checker visits each of the three stands to ascertain whether the monthly promotional devices and the newspaper are properly displayed. If all three stands have satisfactory displays, they split the $1,000; if only one or two are eligible they receive all or half the $1,000, accordingly. ☐

ANPA considers ABC proposal on indemnification

ANPA's Executive Committee will recommend to the ANPA Board of Directors at the September meeting that it approve a proposal by the Audit Bureau of Circulations on indemnification.

The audit bureau has been considering a bylaw under which members would waive any rights to recover from ABC any lost profits or other damages arising from publication of circulation figures.

In return for the waiver, newspapers will have the right to appeal to an impartial committee. Internal procedures must be exhausted before a member who still disagrees with the decision may file suit.

ABC considered the indemnification and appeals proposals in June [presstime, July, 1986, p. 75]. It is expected to consider the matter again at its Aug. 12-15 meeting in Vancouver, British Columbia.

If approved then, the audit bureau is expected to notify all members and give wide publicity to the proposals. Final passage is expected in November. ☐

Mexican journalists slain in incidents near U.S. border

Just south of the Texas border, three Mexican newspaper executives have been murdered in two separate incidents since mid-June.

In the most recent incident, the publisher and a columnist of El Popular were shot and killed July 17 in Matamoros, across the border from Brownsville, Texas.

A month earlier, the publisher of two other Mexican papers was gunned down in Reynosa, a border town near McAllen, Texas, and about 30 miles from Brownsville.

"These latest murders raise profound questions about the state of law and order in the region," the Inter American Press Association told Mexican President Miguel de la Madrid in a telegram. The message was signed by IAPA President Edward H. Harte, publisher of the Corpus Christi Caller-Times, and by Wilbur G. Landrey, chairman of the IAPA Freedom of the Press Committee and foreign editor of the St. Petersburg Times.

Following the Matamoros slayings of Publisher Ernesto Flores Torrijos and Norma Moreno Figueroa, a columnist and newly named assignments editor, The Brownsville Herald reported: "El Popular reporters and judicial police said they believed the journalists' killers were gunmen hired by some of the gangsters the newspaper has repeatedly attacked over the years."

The Monitor in McAllen did not speculate about the still-unsolved June killing of Jorge Brennes, publisher of El Rio in Rio Bravo and of Frontera in Reynosa. However, one of the Monitor's reporters, Scott Lind, was held briefly and tortured while on assignment in Mexico a year and a half ago. His assailants are still unidentified, said Monitor Editor Jack King.

According to published reports, as many as 26 Mexican journalists have been slain since 1971, including Manuel Buendia, a prominent columnist for the Mexico City daily, Excelsior [presstime, July 1984, p. 55]. ☐

WORLD PRESS NOTES

- ANPA has chastised the Nicaraguan government for its failure to restore the **right of La Prensa to publish**. The only major opposition newspaper in the country was closed "indefinitely" by the Sandinista regime in June.

In a statement by ANPA Chairman and President Alvah H. Chapman Jr., the Association said the paper should reopen "while there remains a staff and economic support to publish." Otherwise, said Chapman, chairman and chief executive officer of Knight-Ridder Inc., "the world will know that any belated lifting of the closure order is but a sham taken only after there no longer was a real opportunity for continuing an independent newspaper voice in Nicaragua."

- A 69-nation committee of the United Nations in July approved a controversial resolution calling for a **"new world information and communication order."** The action was opposed by the United States and other Western nations that said such a plan could lead to government control over news flow.

The resolution, adopted by the UN Information Committee, is similar to one the panel passed, also with sharp dissent, last year. It also is much like proposals hotly debated at UNESCO that have never gotten off the ground [presstime, June 1986, p. 54].

- The South African government has **dropped charges against Anthony Heard**, editor of the Cape Times in Cape Town.

Accused of interviewing a "banned" person, an offense punishable with a prison sentence of up to three years, Heard was arrested last November.

The editor's arrest came after The Cape Times published Heard's long interview with Oliver Tambo, a leader of the outlawed African National Congress opposition group.

Heard's trial was postponed several times, and charges were finally dropped July 16.

The International Federation of Newspaper Publishers (FIEJ) presented Heard with the 1986 Golden Pen of Freedom in May [presstime, March 1986, p. 45].

- The 14th **Management & Marketing Symposium** of FIEJ will take place Oct. 9-10 in Brussels, Belgium. Executives of ANPA-member newspapers who wish to attend can obtain application forms from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center in Reston, Va.

Vote on ITU-CWA merger set

By a 3-2 vote, the International Typographical Union's Executive Council sent a document for merger with the Communications Workers of America to a referendum.

This follows unsuccessful efforts in recent years to consolidate the ITU with three other unions. In addition, the ITU held merger talks with the International Association of Machinists prior to the Executive Council's July vote to send the CWA proposal to the ITU membership for a vote Nov. 19.

Morton Bahr

The question of merger with the CWA is expected to be a matter of vigorous debate among the approximately 250 delegates attending the ITU's Aug. 9-15 convention in Hershey, Pa. ITU President Robert S. McMichen, writing in the July issue of the Typographical Journal, said it is anticipated that "certain groups within the ITU" will attempt at the convention to revive a 1985 proposal for merger with the Teamsters that was rejected by the membership.

Also at the convention, nominations will be made for international officers to serve new three-year terms beginning Jan. 1, 1987. The membership will vote for officers at the same time they vote on the CWA merger. McMichen is a candidate for re-election. No other candidates had filed for the office at press time.

CWA membership approval is not required. A spokeswoman said that union's 17-member Executive Board has delegated authority to the president to consummate an "affiliation" with another union in consultation with the board.

ITU President McMichen and CWA President Morton Bahr said in a joint announcement that the agreement provides for the creation of a Printing, Publishing and Media Workers division within the CWA that would be headed by ITU officers.

"We have a substantial common interest with the CWA," McMichen said. "The increasing computerization of newspaper composing and mailrooms and the major ownership participation in cable television by the big newspaper chains have put the ITU and the CWA on a common track."

Some newspaper labor specialists had predicted several years ago that the CWA, which is among the 10 largest unions in the country, would eventually play a role in the newspaper business [presstime, Jan. 1983, p. 34]. The only newspaper where the 650,000-member CWA currently represents employees is the Appleton (Wis.) Post-Crescent, where it is the bargaining agent for editorial and advertising employees.

The entry of the CWA into the newspaper business "creates a new dimension in collective bargaining and organizational efforts," said ANPA Vice President/Human Resources Roy W. Anderson. "As an information-age union," the CWA may bring "a new philosophy and strategy to the business," Anderson said. "But with the competition in telecommunications, there has to be a question as to whether this proposed merger would solve problems or create new ones for the unions and the competing media."

At the same time, some experts said an ITU-CWA merger would be unlikely to affect current relationships between newspaper management and organized labor. Richard A. Williams, vice president/employee relations director of The Journal Co. in Milwaukee, said he did not believe a merger would bring about "any significant change in the relationship with our local unions."

Sam S. McKeel, president of The Philadelphia Inquirer and Philadelphia Daily News, noted that the mergers that have occurred in the newspaper business in the past "did not change anything in our workings with the local unions, and I would not anticipate that this one would based on that history. The CWA seems to be a responsible union. . . . We'll wait and see what happens."

"If the CWA takes the ITU in, creates a separate division and lets them manage their own affairs, then there probably wouldn't be much change in our labor relations," said Lawrence A. Wallace, vice president/industrial relations for The Washington Post. "If that happens, there should be no change at all at the local level."

On the international level, Murray Seeger, director of information for the AFL-CIO, said the policy of the federation "is to encourage merger, and we hope these two affiliates are able to make a happy marriage."

The ITU has been actively seeking a marriage partner since the beginning of this decade. In the past three years, efforts to merge with the Graphic Communications International Union, The Newspaper Guild and the Teamsters have failed. "We've been able to get into the bedroom but not into the bed," said one ITU member.

The active membership of the ITU now stands at about 43,000 members [presstime, March 1986, p. 22].

CWA President Bahr said his union eventually hopes to discuss possible mergers with the Guild and the GCIU as well.

Asked to comment on Bahr's remark, Guild President Charles A. Perlik Jr. said, "I would have to see what he's talking about and how it would improve our bargaining abilities." He noted that the proposed "printing, publishing and media workers division or sector" headed by elected ITU officers could cause a problem for other unions joining it. "We would want a shot at the leadership roles," he said.

GCIU President James J. Norton could not be reached for his reaction.

—Clark Newsom

NLRB elections

Denver Post, GCIU, ITU: Press and bindery workers in the newspaper's community press department voted 15-7 against union representation. GCIU Local 22, which represents the newspaper's pressmen, received the seven votes. No votes were cast for two other local unions on the ballot, GCIU Local 440 and Mailers' Union No. 8.

(NLRB Case No. 27-RM-585)

Mobile (Ala.) Press and Register, ITU: Composing room employees voted 33-18 against further representation by Typographical Union No. 27.

(NLRB Case No. 15-RD-594)

Youngstown (Ohio) Vindicator, ITU, Teamsters: Mailroom employees voted 32-1 in favor of representation by Cleveland Local 473 of the Teamsters, decertifying ITU Mailers Union No. 80.

(NLRB Case Nos. 8-RC-13436, 8-RD-1335)

Court upholds discharge of copy editor in Wilkes-Barre case

A former employee of The Times Leader in Wilkes-Barre, Pa., failed a second time to convince a court that she had been discharged unlawfully.

Copy editor Dorothy Kay Martin was fired in 1981 for aiding a competitor. She had placed a display ad in the Citizens' Voice, a union-sponsored paper also in Wilkes-Barre, promoting an ice cream stand she operated at a nearby resort.

After unsuccessfully petitioning the National Labor Relations Board for relief, Martin sued The Times Leader and Publisher Richard L. Connor for breach of an alleged employment contract in the form of a personnel handbook distributed to employees.

Following the dismissal of her suit by the Luzerne County Court of Common Pleas [**presstime**, June 1985, p. 90], Martin appealed to the Superior Court of Pennsylvania.

The Superior Court noted that the question of whether an employee handbook should be accorded contractual significance has "engendered tremendous controversy" in recent years. The court found, however, that the handbook involved in this case did not constitute an implied employment contract.

The court also dismissed Martin's contention that her discharge was against "public policy" because she was fired for exercising constitutional rights. There were "legitimate business reasons" to justify her discharge, the court found.

(Martin v. Capital Cities Media Inc. and Connor, No. 01064) ☐

Motor route carriers found to be employees

The California Unemployment Insurance Appeals Board has overturned an administrative law judge's ruling that a group of motor route carriers who delivered the Monterey (Calif.) Peninsula Herald were independent contractors.

The board found that the carriers claiming unemployment benefits were employees, noting, among other things, that subscriber lists remained the property of the newspaper. The judge had held that the newspaper was entitled to a refund of more than $39,000 in unemployment, disability and state income taxes that had been paid under protest [**presstime**, Jan. 1986, p. 60]. ☐

Briefs have been filed in 'professionalism' case

Post-trial briefs were filed in July on the issue of whether newspaper reporters, photographers and non-supervisory editors should be classified as professional employees exempt from the overtime requirement of the Fair Labor Standards Act.

Trial in the case involving the Concord (N.H.) Monitor ended in U.S. District Court in June, and a decision is expected by the end of this year [**presstime**, July 1986, p. 72].

The brief for the defendant newspaper said the issue is not whether newspaper writing, editing or photography equate to the practice of law or medicine, but whether journalists "of the caliber herein who work essentially unsupervised and who make many important and complex judgments daily" should join the 30 occupations already recognized as professional by the U.S. Department of Labor and the courts.

Among those with education similar to that of reporters who are recognized under the FLSA as professionals are accountants, nurses, teachers and commercial pilots. In addition, there are a number of jobs such as musician, painter, floral designer and radio or TV announcer that are accepted as artistic professionals within the meaning of the FLSA.

"In our information society," the Monitor's brief said, "journalism has evolved into a more intellectual, more specialized job requiring more knowledge, more talent and more creativity because of the competition from other media."

The issue has not been litigated in federal court since 1944. The Monitor contends that the profession of journalism has evolved dramatically since then. The Labor Department's own Bureau of Labor Statistics uniformly classifies reporters, photographers and editors as professionals, as does the department's *Occupational Outlook Handbook*.

In addition, the Immigration and Naturalization Service recognizes journalists as professionals for immigration purposes, and the secretary of education recognizes a bachelor's degree in journalism as "professional" education.

Furthermore, the Monitor argued, "It is undisputed that since 1940 the Department of Labor has expected the number of FLSA professions to expand as 'degrees are offered in new fields and educated specialists, so trained, are given new and greater responsibilities.' Despite this established principle and universal agreement that journalism has changed dramatically, the Wage-Hour Division stubbornly continues to follow rules written in the 1940s."

"Circumstances have changed," the brief noted. "The interpretations have not."

As a result of changes in duties and education levels, journalists now perform "learned professional" work the same as exempt "technical" writers, the company argued. "At the same time, the creative and interpretive aspects of the work of newspaper writers have also developed in sophistication."

The Monitor said it was only asking "that journalists be accorded the same (FLSA) status as their 'professional peers' in teaching, nursing, biology, chemistry, medical technology and actuarial science."

Its brief noted that the Labor Department, "in apparent recognition of the infirmity and obsolescence of its wage-hour journalism interpretations," has initiated formal rule-making proceedings on the very question presented by the court case [**presstime**, April 1986, p. 64].

In its brief, the Labor Department argued that there is no accumulated body of knowledge that a journalist is required to master prior to "practicing his trade." Therefore, the government said, a reporter cannot qualify for exemption as a "learned professional" as defined in the act.

Neither can newspaper writers and photographers qualify as "artistic professionals" exempt from coverage, the department said. To qualify for exemption under the artistic provision, work must be "original and creative in character in a recognized field of artistic endeavor," the brief noted.

In arguing that journalism is not a learned profession, the department said that the newspaper's contention to the contrary "amounts to little more than a recitation of the totally obvious fact that journalists today are better educated than their predecessors of forty years ago. So, however, are the practitioners of every trade and craft in the American economy."

The department's suit against the newspaper seeks additional overtime pay for 33 current and former employees. ☐

Guild seeks to limit size of newspaper groups

A bill that would limit the size of newspaper groups to 30 newspapers and 3 percent of the average U.S. daily circulation "is on the verge of introduction" in Congress, according to Charles A. Perlik Jr., president of The Newspaper Guild.

The bill, drafted by the union's Research and Information Department, would require divestiture over 15 years for those groups that are already oversize, Perlik said in an address to the 221 delegates attending the Guild's 53rd annual convention in Philadelphia. The only exclusions, he said, would be newspapers in competitive cities and those established, rather than purchased, by their owners.

The International Typographical Union and Graphic Communications International Union "are joined with us in the push to enact this measure into law," Perlik said.

"We don't underestimate the magnitude of the task," he said. "The publishers showed the kind of legislative clout they have 15 years ago when they persuaded Congress to endow their joint operating agreements with both prospective and retroactive immunity from the antitrust laws."

Concerning the proposed JOA between The Detroit News and the Detroit Free Press [**presstime**, July 1986, p. 64], the delegates were told that the Detroit Guild is challenging the proposal by requesting a Justice Department hearing. The convention adopted a resolution "wholeheartedly" supporting the local Guild unit and urging the Justice Department's Antitrust Division to conduct an investigation of the newspapers' financial situation preliminary to a hearing.

In the bargaining area, the Collective Bargaining Committee rejected by a 43-22 vote a motion to reduce the number of the 39 mandatory bargaining proposals required by the union's collective bargaining program.

In his address to the June 23-27 convention, Perlik urged the delegates to keep the program intact. "Critics of the bargaining program complain that by presenting many of its proposals year after year we dilute our bargaining effectiveness," he said. "They overlook what that persistence has accomplished for us."

Today's bargaining climate "is one of the most difficult in the history of the Guild," the committee reported. The convention called for a review of the union's bargaining processes and policies by a special committee of 13 members.

Another committee noted that the Guild's campaign to bring video display terminals under state regulation "has continued to gain momentum despite limited successes. Fierce lobbying by computer manufacturers and management groups has thus far prevented the adoption of effective legislation."

In other action, the convention declared its support for the Family and Medical Leave Act of 1986 (HR 4300) and a similar bill (S 2278) to provide a minimum of 18 weeks unpaid leave to care for a newborn, newly adopted or seriously ill child or dependent parent. The House bill has been approved by the Education and Labor Committee.

The officers' report to the convention noted that the union had 33,110 members at the end of its fiscal year March 31. That figure is 762 below the Guild's all-time membership high of 33,872, reached in September 1978. □

1933
Fifty-third Annual Convention
THE NEWSPAPER GUILD (AFL-CIO,CLC)
Philadelphia, Pennsylvania, June 23-27, 1986
1986

The Guild Reporter

Guild President Perlik (standing at lectern) addresses convention delegates.

Strike in Montreal; another daily resumes publication

Labor disputes between two daily newspapers in Quebec and Local 145 of the International Typographical Union have been resolved.

One of the disputes involved an initial contract covering 40 advertising support service employees of The Gazette in Montreal. The advertising group called a three-day strike July 4 after the union's proposals for an agreement were rejected.

The dispute escalated July 6 when composing room employees, who are also ITU members, refused to handle pages containing advertising. The employees who refused to work were sent home, and their jobs were performed by supervisory personnel. The union lifted its ban on "struck work" the following day.

The advertising employees returned to work July 8, and the contract dispute was scheduled to be resolved through binding arbitration. The 199,431-circulation Gazette, which is the only English-language daily in Montreal, did not miss any publication days.

In the other conflict, publication of Le Nouvelliste in Trois-Rivieres resumed June 21 after shutting down May 30 in a dispute over new contract terms for production workers. The workers claimed they were locked out; the company contended that the union had engaged in a strike beginning with a work slowdown May 29.

A new three-year agreement with the 56,008-circulation French-langugage newspaper, which is the only daily in the city, provides salary increases of 5 percent the first year and 4 percent in each of the next two years.

Quebec labor law forbids a company involved in a strike or lockout from hiring outside workers. □

Most who lost jobs in Tacoma sale hired by new owner

McClatchy Newspapers of Sacramento has hired most of the 740 full- and part-time employees of Tribune Publishing Co. in Tacoma, Wash., who lost their jobs when the company was sold. They received 2-percent raises.

Tribune Publishing, publisher of The Tacoma News Tribune and the triweekly Pierce County Herald, notified the employees in June that they would lose their jobs July 31 when the company formally ceased operations—an action believed to be without precedent in the newspaper business.

McClatchy bought the assets of the company and was scheduled to begin publishing the two newspapers Aug. 1 [presstime, May 1986, p. 87]. In the ownership transfer, McClatchy accepted no labor agreements or other contracts made by the Tribune. About half of the employees are represented by unions.

In July, McClatchy began interviewing Tribune employees for jobs. Of the 650 employees at the daily, 32 took early retirement and McClatchy hired all but 20 of the rest. Of the 90 employees at the triweekly, all who applied for jobs were hired, the company said. ☐

Lockout and hiring temps is lawful, NLRB rules

The NLRB has ruled in a landmark decision that an employer can legally continue operations by hiring temporary replacements for workers it has locked out during new contract negotiations.

The case arose when Harter Equipment Inc. of Englishtown, N.J., locked out employees represented by a union to pressure the union to reach an agreement.

In its 3-1 decision, the board said an employer does not violate the Taft-Hartley Act by taking such action unless there is specific proof of anti-union motivation.

The AFL-CIO said that the precedent-setting decision "continued the sharp tilt by the Reagan-appointed board towards the employer position."

But ANPA Manager/Labor Relations Charles D. Cole said the June 24 ruling reaffirms the board's policy of "hands-off" in matters of contract negotiations, "leaving the choice of economic persuasion to the respective parties in attaining a mutually satisfactory labor agreement."

(Harter Equipment Inc. and Local 825, IUOE, 280 NLRB No. 71) ☐

NLRB orders Spokane dailies to sign contract

A divided NLRB ordered the company publishing The Spokesman-Review and Spokane Chronicle to sign a labor agreement with a union that the company contended no longer represented its janitorial employees.

By its 2-1 vote, the board adopted an administrative law judge's recommendation in the case involving Cowles Publishing Co. and Local 6 of the Service Employees International Union [presstime, June 1983, p. 29].

NLRB Chairman Donald L. Dotson dissented. He noted that the union had let more than seven months go by before it sought negotiations to break an impasse in bargaining. The chairman said he would not order the company to continue to recognize a union that had "long abandoned" the bargaining unit.

But the majority held that the lack of contact between the parties from April to November 1981 was an inadequate basis for doubting the union's viability.

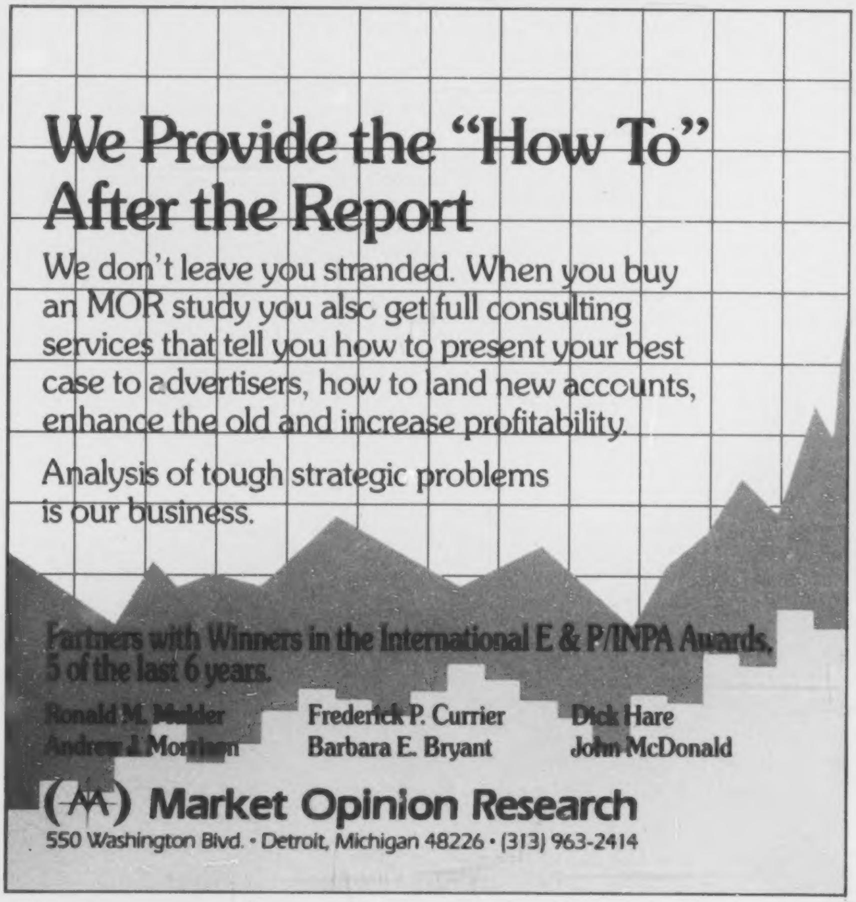
(Cowles Publishing Co. and SEIU, 280 NLRB No. 105) ☐

Additional arbitration awards

Cleveland Plain Dealer, GCIU: Roger I. Abrams converted to a 13½-month disciplinary suspension the discharge of a pressman for absenteeism because of jail confinement.

Dayton (Ohio) Daily News and Journal Herald, Teamsters: John J. Murphy ruled that the company acted properly in filling a circulation district representative vacancy with an employee who had recently returned to the bargaining unit from a supervisory position rather than with another unit bidder for the job.

San Jose Mercury News, GCIU: Robert E. Burns found that the company properly calculated the benefits of a disability pay plan.



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After more than three years, arbiter sustains San Francisco discharge

The March 7, 1983, discharge of a circulation district manager for the San Francisco Examiner was sustained by an arbitrator June 10, 1986.

Long delays are a common complaint in labor arbitrations [presstime, Nov. 1985, p. 14].

The arbitrator, Donald H. Wollett, a Sacramento attorney, noted that seven days of hearings were held between Nov. 19, 1983, and Oct. 23, 1984. Wollett said he took testimony the first day, and the remaining six days of hearings were conducted by a hearing officer. Briefs between the parties were exchanged in 1985.

While the hearing officer made recommendations as to appropriate findings and conclusions, Wollett said that he reviewed the record independently and that the decision in the case was his alone.

"The incidents leading to the discharge of the grievant are many and varied, no one of which in and of itself would be serious enough to warrant discharge," Wollett noted. "The question is whether or not the accummulated effect of this extensive series of derelictions and deficiencies is sufficient to give the employer just cause for the termination."

The grievant, represented by Local 921 of the International Brotherhood of Teamsters, had been hired in 1974 and received disciplinary suspensions in 1979 and 1982. The company contended that the discharge was justified because he had not responded to progressive discipline.

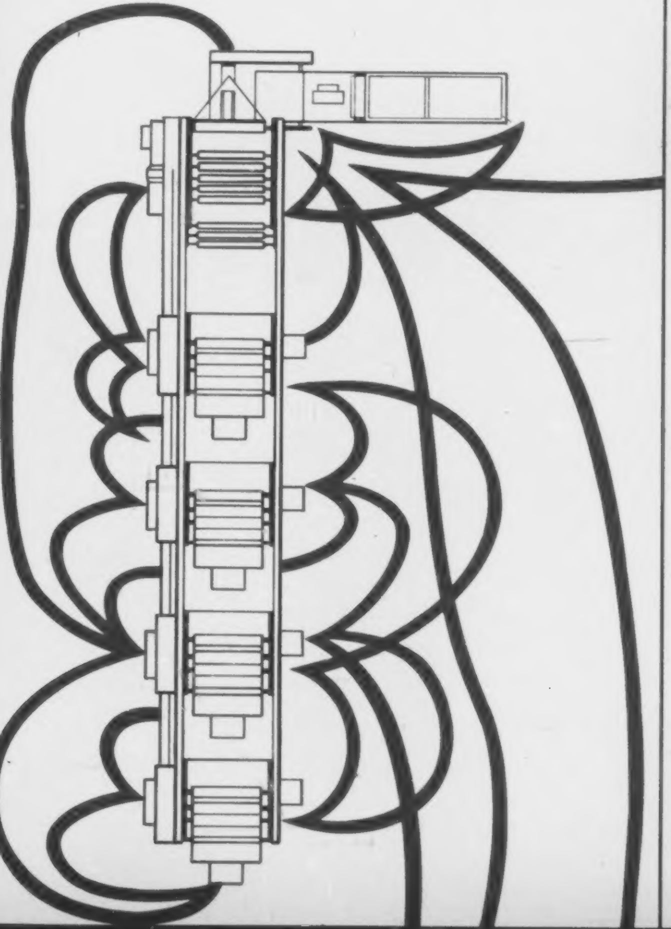
The union argued that the company was attempting to "hang" the grievant for a series of minor infractions. It said the company was "nit-picking" and called for the district manager's reinstatement with full back pay.

Wollett rejected the union's claim that the company was nit-picking. "The fact that the employer built a careful record over a period of about 12 months prior to deciding to terminate demonstrates a degree of care which is commendable," the arbitrator said.

Chicago strike is one year old

The strike against the Chicago Tribune by printers, pressmen and mailers passed the one-year mark July 18 with no sign of a settlement. Members of the three involved unions have made unconditional offers to return to work. Sixty-three of the 250 printers have returned [presstime, April 1986, p. 66].

A total of 113 meetings have taken place with the printers, 56 with the pressmen and 53 with the mailers, the company said.



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Four-Color Network membership rests on printing quality

After barely a year, there has been more than a threefold increase in the number of newspapers participating in the Four-Color Newspaper Network, which offers combined color ad sales keyed to high quality reproduction.

Begun in June 1985 with 65 newspapers [**presstime**, March 1985, p. 42], the network now has 208 papers qualified for membership. It gives national advertisers the promise of consistent color reproduction and can offer circulation of 15.9 million on weekdays and 15.4 million on Sunday.

In its first year, the network reported gross advertising billings of $1.5 million.

The network is the brainchild of William V. Shannon, senior vice president for Gannett Media Sales. He said the newspaper business as a whole benefits when greater numbers of newspapers print good color because it lures advertisers that might not otherwise consider newspapers in making their media buys.

"We've developed good color and have shown we can print it consistently in printing plants across the country," Shannon said of the company's USA Today. "But there are no secrets in our industry, and we're willing to share what we know with other newspapers."

Fifty-one of the network members are Gannett newspapers; the rest are not.

Shannon said he got the idea after noticing that so many advertisers were turning to other media because they felt newspaper color reproduction was too much of a gamble—good here, wretched there.

That perception is reinforced when advertising agency executives themselves are polled on the quality of newspaper color.

The Four-Color Newspaper Network is working to change those kinds of perceptions, and Shannon said the network has attracted a variety of advertisers. Procter & Gamble Co. bought ads in 50 newspapers with a circulation of 7.8 million to introduce its new Tartar Control Crest toothpaste, while NBC ballyhooed its "Peter the Great" mini series in 22 newspapers totaling 1.8 million circulation.

Other advertisers have included Apple computers, Wrangler jeans, Ford Motor Co. and Johnnie Walker scotch.

"It's a good mix," Shannon said. "We have advertisers from all categories."

A major stipulation for participating in the network is that advertisers must purchase advertisements that will appear in newspapers with a combined circulation of at least 1 million.

Network members vary greatly in size. They range from the 6,913-circulation Edwardsville (Ill.) Intellingencer to the Chicago Tribune (760,031) and USA Today (1.45 million including bulk sales).

Some advertisers desire to have their ads seen in large cities across the country, while others want to focus on specific regions.

One such regional grouping is the New York Color ring, a group of newspapers around the New York metropolitan area. Members are: the Asbury Park (N.J.) Press; The Bridgewater (N.J.) Courier News; The Record in Hackensack, N.J.; the Morristown (N.J.) Daily Record; Newsday, Long Island, N.Y.; and the Westchester Rockland Newspapers, White Plains, N.Y. There is no charge to be a member.

Most of the newspapers in the national network are printed on offset presses, but Shannon said any newspaper can get into the network if it passes the color reproduction requirements. Each newspaper is given the same two advertisements, one for Merit cigarettes and another for Captain Morgan spiced rum, to reproduce.

Stanley Altyn of Westchester Rockland Newspapers operates a facsimile receiver used as part of the Four-Color Network.

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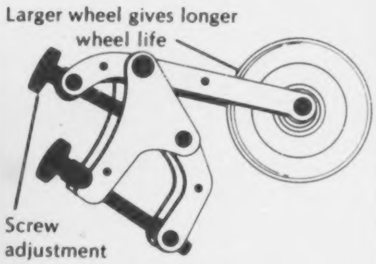

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When they are printed, tear sheets are sent to Gannett production staffers in Arlington, Va., for examination.

All entries are checked for registration, color density and other factors; then they're graded. A score of 20 is perfect, and the network would like all reproductions to fall in the 15 to 20 point range. A score of 12 or below disqualfifies a newspaper—and many have failed their first test.

However, Gannett's production personnel offer help in correcting whatever problems they think contributed to the not-quite-up-to-snuff reproduction, and many newspapers submitted entries a second time and were accepted.

Getting into the network doesn't mean a newspaper automatically stays there, Shannon pointed out. Each time an advertisement is printed, the newspaper sends tear sheets to Gannett for more judging. If it consistently fails to meet the standards, the paper is dropped and must reapply for membership.

"We don't wait for the advertisers to say something. We look at each result ourselves and make corrections if necessary," Shannon said. "We have to maintain our standards."

The network simplifies matters for advertisers because they can send one piece of advertising material and have it reproduced in a number of newspapaers, Shannon noted. In return, the advertiser receives one bill instead of many.

Advertising rates are uniform; that is, the rate is the same for newspapers in the same circulation range, no matter where they are published.

The partnership between the network and the advertisers seems to be benefiting both. Advertisers are producing materials of a higher quality, which in turn makes them easier to reproduce, Shannon said. He feels there is an increasing awareness of what will reproduce well in newspapers and what won't. Ads are being designed with sharper details and more vibrant color.

He expects the network to continue to attract advertisers and newspapers. And he's issuing an open invitation to other newspapers that would like to join the fold. "We'd never turn down a newspaper because it was too small or for any other reason, except that it didn't meet our standards," Shannon said.

—Rosalind C. Truitt

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Crosfield broadens product line

Crosfield Electronics Ltd. has made a series of acquisitions in recent months that industry observers say greatly enhance the company's ability to offer a complete product line of electronic pre-press equipment.

Crosfield, a British firm and subsidiary of the British De La Rue Company p.l.c., until recently was known primarily as a manufacturer of color scanners, raster image processors and data-transmission systems. In recent months, it has acquired:

- Hastech Inc., which manufactures front-end and pagination systems for editorial and advertising uses. The Manchester, N.H. company is now called Crosfield Hastech Inc.
- Muirhead Data Communications Ltd., which makes electronic and facsimile communications equipment. The Rexdale, Ontario, company is now called Crosfield Muirhead Ltd. [**presstime**, July 1986, p. 78].
- Composition Systems Inc. of Elmsford, N.Y., also a maker of newspaper front-end systems, which has conducted considerable research in the area of so-called "artificial intelligence." That work will continue under the company's new name, Crosfield Composition Systems Inc., or Crosfield CSI.

In another move, the firm announced it was establishing offices in Sweden and Norway that will have demonstration and training facilities as well as offer service and spare parts.

"At a time when a great many pre-press vendors are struggling to maintain profitability, we feel our company is in a very strong position, and that these acquisitions will strengthen us even more," according to Jim Salmon, Crosfield's managing director.

Salmon said the company seeks to offer products that will follow "an all-electronic path from original graphics through scanning and text handling to page composition and output systems, to meet the needs of several different printing and publishing sectors."

At the ANPA Operations Management Conference & Exposition in Atlanta in late June, Salmon used a color-coded chart to show reporters how neatly the various companies and their equipment dovetail.

For example, even though both Hastech

and CSI make front-end equipment, Hastech's is geared to smaller publications (20- to 70-terminal systems), while CSI handles larger systems (70 to 200 terminals).

Salmon said that his company has always pushed for standardization in the industry and that much of the equipment to be sold by Crosfield already works well together.

As the newly acquired companies begin working together under one umbrella, the Crosfield managing director anticipates an even tighter link between the equipment. In the future, he added, cooperation between the various subsidiaries will eliminate any duplication of equipment.

A company spokesman said the recently acquired companies will be managed much as they were before. However, all marketing and sales will be handled through a central Crosfield office. Crosfield is based in Hempstead, England, and the U.S. headquarters is in Glen Rock, N.J.

A company spokesman in Glen Rock would not speculate on possible future acquisitions. ☐

TECHNOLOGY NOTES

- Compugraphic Corp. of Wilmington, Mass., and Information International Inc. of Culver City, Calif. **settled a patent infringement suit** in June just days before the case was scheduled to go to U.S. District Court in Los Angeles.

  According to Triple-I officials, Compugraphic will pay the company $5 million over three years, with $2 million to be paid immediately. In return, Compugraphic receives a non-exclusive license for the patent good until 1991.

  Focus of the suit was a process of generating type from outline data in typesetting machines.

- After two years of evaluation and testing at The Washington Post, the Graphics Systems Division of Rockwell International has announced it will **manufacture a new flexographic press.**

  The Goss press will become available for delivery in the last quarter of 1987, a spokesman said. The double-width press, which has not been named, will be designed to produce 70,000 newspapers per hour.

- Neasi-Weber International and Digital Equipment Corp. have **entered into a marketing agreement** for Neasi-Weber to sell the entire Digital product line, including its Vax and MicroVax systems.

  Neasi-Weber will sell Digital hardware to be used with N-W software.

- The Omaha World-Herald became the **first U.S. newspaper to purchase** the new Ro-TRX Cross Strapper bundle-tying machine. The strapper's design enables it to apply two cross straps simultaneously.

  Manufactured by Mosca, a West German company, the equipment is imported by EAM Industries. It works in a limited amount of space and can cross-strap 30 bundles a minute.

TECHNOLOGY CALENDAR

- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.

- Seybold Seminars will hold its first **Desktop Publishing Conference and Equipment Exposition** Sept. 3-6 at the Hyatt Regency San Francicso.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- **The Creative Data Systems Users Conference** will be Sept. 18-20 at the Marriott Tan-Tar-A Resort, Lake of the Ozarks, in Osage, Mo.

- The annual **Lasers in Graphics/Electronics Publishing in the '80s Conference** will be Sept. 21-29 at the Anaheim Hilton in Anaheim, Calif.

- The annual **New England Newspaper Operations Conference** will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **A Digital Equipment Computer Users Society Symposium** will be Oct. 5-10 at the Moscone Center, San Francisco.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East**, a graphic arts trade show and a series of seminars, will be Oct. 19-22 at the Philadelphia Civic Center.

Rail strike averted, but New England still faces trouble

A possible nationwide rail strike was averted July 16 when President Reagan established an emergency board to investigate labor disputes between the nation's major railroads and six rail unions. The unions could have struck July 25.

Separately, however, the rail labor situation remained unsettled in the New England area as talks continued between the Brotherhood of Maintenance of Way Employees and three railroads owned by Guilford Transportation Industries.

The emergency board established by Reagan has until mid-August to make recommendations to settle labor disputes that are national in scope. Both sides will then have 30 days to consider those recommendations. The process effectively delays the possibility of a strike until mid-September.

Seven out of 13 rail unions have already settled.

In New England, Guilford—owner of the Maine Central, the Delaware and Hudson, and the Boston & Maine—said it was not optimistic on chances for a labor settlement. It said secondary picketing could affect other railroads.

A 60-day cooling-off period expired in mid-July. Thereafter, congressional action was needed to prevent a walkout [**presstime**, July, 1986, p. 78]. ☐

Truckers' handbook

The Private Truck Council of America has released the 1986 edition of the Professional Truck Drivers Handbook. It covers federal safety regulations, hazardous material transportation information, highlights on operating tractors and semitrailers, and other topics.

Cost is $3.50 per copy. For information, contact the Private Truck Council of America Inc., 2022 P St. N.W., Washington, D.C. 20036. ☐

Car costs compiled

The average, per-mile cost of owning and operating a compact car increased 4.2 percent to 47.64 cents in 1985, according to the Hertz Corp. annual survey of car costs. The increase—the 12th in the past 13 years—was recorded despite lower gasoline prices and lower interest rates on car loans. ☐

Observers express doubt price increase will stick

Most North American newsprint producers followed the lead of two Canadian mills and announced a price increase from $535 to $570 per metric ton, effective Oct. 1. However, financial analysts and newsprint buyers have expressed doubt that the new price will stick.

If the increase does hold, it would be the first to do so since July 1984, when the list price for newsprint went to $535 per metric ton. Seven unsuccessful attempts to raise prices were made last year.

The plentiful supply of newsprint is being cited as the primary reason newspapers likely will rebel once again at paying higher prices. Stocks of U.S. daily newspapers were estimated at 48 days' supply at the end of June. (See statistics, next page.)

One newspaper executive who oversees newsprint purchases in excess of 800,000 metric tons annually for a large group of newspapers said he does not foresee an increase this year, and he is skeptical about 1987 as well.

"I think it may be posturing on their (newsprint companies') part to make it look good when they go into (labor) contract negotiations," said the executive, who agreed to be interviewed on condition that his name not be used. "An increase simply isn't realistic with the kinds of supplies we're seeing. Prices are dictated by supply and demand, and there is more than an ample supply on hand."

He likened the mills' price increase efforts to those of OPEC, the Organization of Petroleum Exporting Countries. Both groups, he said, attempt a united front but ultimately sell their products for less when buyers appear with money in hand.

Another newsprint buyer, one who purchases 240,000 tons a year for a smaller group and who also asked not to be identified by name, described the current newsprint supply as a "glut."

"For that reason, I don't see prices going up this year, and I'm very doubtful about 1987 as well," he said.

He offered a different theory as to why the mills have failed to raise prices. "More and more power is concentrated in fewer and fewer hands," he said, referring to the growth of newspaper groups. "If you have a number of newspapers, you have a lot more power when it comes to prices. We're seeing a lot more buyer resistance because they (groups) realize they don't have to pay the price if they don't want to."

Brian F. Topp, senior financial analyst for the securities firm of Midland Doherty Ltd. in Toronto, agreed that a price increase this year is "very unlikely."

"Things can change pretty quickly, but right now I don't foresee an increase this year," Topp said. "I'll stick to my forecast from earlier in the year" [presstime, May 1986, p. 52]. However, he said a 1987 boost is a possibility.

Topp said if Canadian mills successfully raise prices, it might be attributed to the fact that the Canadian dollar has gained strength since earlier this year. A weak Canadian dollar means Canadian newsprint manufacturers make more money on sales to U.S. newspapers, because payments are made in U.S. dollars.

The announced price increase originated in late June at Consolidated Bathurst Inc. [presstime, July 1986, p. 58]. Most producers followed suit, but an exception was Kimberly-Clark Corp., which reportedly notified customers it does not plan to raise prices this year. ☐

NEWSPRINT NOTES

- Mead Corp. and Brunswick Pulp & Paper Co. **sold their 41.5-percent stake in British Columbia Forest Products** Ltd. to Gordon Investment Corp. and Merrill Lynch Canada Inc.

Mead, a Dayton, Ohio, paper and forest products concern, held a 15.2-stake in BCFP. Brunswick Pulp, 50 percent-owned by Mead and Scott Paper Co., owned 26.3 percent of the firm.

Observers estimate that the investment consortium paid about $250 million (Canadian) for the shares. This closely follows Alberta Energy Co.'s sale of its 18-percent stake in BCFP to Gordon Investment and Merrill Lynch.

- Jefferson Smurfit Corp. is naming all of its recently acquired Publishers Paper Co. operations **Smurfit Newsprint Corp.** The acquisition included two newsprint mills at Newberg and Oregon City, Ore. [presstime, Jan. 1986, p. 54].

- Rothesay Newsprint Sales Inc. was **merged** into Irving Forest Products Ltd., which now is responsible for all of Rothesay's U.S. sales

Two mills negotiate for new contracts; two others ratify

Contract negotiations between management of two U.S. mills and the United Paperworkers International Union were under way in late July.

Contracts expired April 30 at Garden State Paper Co.'s Pomona, Calif., mill and June 30 at Champion International Corp. in Lufkin, Texas [presstime, June 1986, p. 77].

Meanwhile, a new three-year contract has been ratified between the UPIU and Bowater Carolina Corp. at Catawba, S.C. Workers will receive a lump sum of $1,050 in the first year and 3-percent pay increases in each of the second and third years.

Also, a new contract between the UPIU and Manistique Papers, Manistique, Mich., was ratified in July.

Four other labor contracts between UPIU and paper mills are scheduled to expire by the end of the year. They include a pact at Augusta Newsprint Co., Augusta, Ga., which expired July 27. ☐

Canadian capacity to grow modestly, new report says

Canadian newsprint production capacity is expected to grow modestly, just under 3 percent, from the beginning of 1986 through 1988, according to a report b[illegible] ia-
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Statistics booklet published

"Newsprint Statistics 1985" has been published and is available from ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va. The booklet contains data on U.S. daily newspapers' newsprint consumption, newsprint supply and sources, and mill capacity.

6-month consumption up

Newsprint consumption by all U.S. users was up 2.6 percent in June compared with June 1985. In the first half of 1986, U.S. newsprint users consumed 2.9 percent more than they did a year earlier.

Consumption by U.S. daily newspapers increased 3 percent in June and 3.1 percent for the first six months.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 48 days' supply at the end of June, down from 52 days a year earlier. Stocks of North American mills were 8.5-percent below the previous year's level.

The June operating rate for both U.S. and Canadian mills was 94 percent of capacity.

Shipments from Canadian mills for the first six months were 1.2-percent higher than in the same period last year. Domestic shipments from U.S. mills increased 0.4 percent.

Estimated consumption of all U.S. daily newspapers[1]

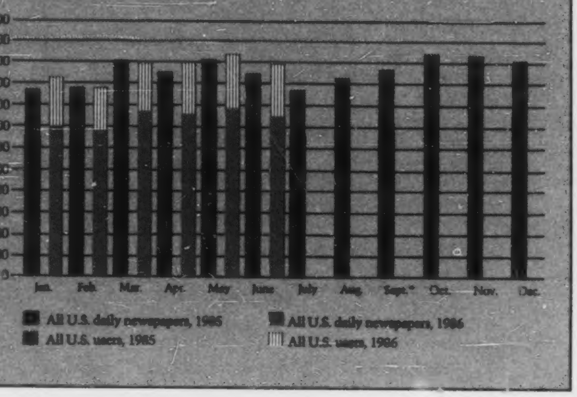
Region	**April 1986(r)**	**April 1985**	**% Change**
Northeast	192,031	175,704	+9.3
North Central	156,730	151,160	3.7
South	241,201	232,417	+3.8
West	165,065	163,409	+1.0
Circulation size			
up to 25,000	62,357	55,841	+11.7
25,001-100,000	145,279	142,006	+2.3
Over 100,000	547,391	524,843	+4.3
April totals	755,027	722,690	+4.5
Region	**May 1986**	**May 1985**	**% Change**
Northeast	197,958	187,125	+5.8
North Central	161,499	160,384	+0.7
South	250,536	242,038	+3.5
West	169,644	171,121	-0.9
Circulation size			
up to 25,000	63,684	57,716	+10.3
25,001-100,000	151,530	150,411	+0.7
Over 100,000	564,423	552,541	+2.2
May totals	779,637	760,668	+2.5
Region	**June 1986(p)**	**June 1985**	**% Change**
Northeast	193,454	182,411	+6.1
North Central	155,404	151,180	+2.8
South	236,908	226,440	+4.6
West	159,799	164,072	-2.6
Circulation size			
up to 25,000	59,698	55,506	+7.6
25,001-100,000	144,389	141,342	+2.2
Over 100,000	541,478	527,255	+2.7
June totals	745,565	724,103	+3.0
Six-month totals	4,427,382	4,293,368	+3.1

Estimated consumption of all U.S. users

	1986	**1985**	**% Change**
April totals	999,777(r)	954,672	+4.7(r)
May totals	1,031,551	1,009,269	+2.2
June totals	989,547(p)	964,432	+2.6(p)
Six-month totals	5,823,614(p)	5,657,662	+2.9(p)

Production

	Canada	**U.S.A.**	**North America**
May 1986	782,687	446,035	1,228,722
May 1985	767,509	418,316	1,185,825
Increase	+15,178	+27,719	+42,897
	+2.0%	+6.6%	+3.6%
June 1986	769,981	419,716	1,189,697
June 1985	719,185	407,683	1,126,868
Increase	+50,796	+12,033	+62,829
	+7.1%	+3.0%	+5.6%
Six months 1986	4,574,272	2,532,208	7,106,480
Six months 1985	4,570,561	2,486,941	7,057,502
Increase	+3,711	+45,267	+48,978
	+0.1%	+1.8%	+0.7%



Estimated newsprint consumption, 1985-1986 (thousands of metric tons)

Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
April 1986	889,273(r)	38(r)	6
April 1985	976,758	43	6
May 1986	870,106	37	5
May 1985	954,629	42	6
June 1986	875,701	42	6
June 1985	930,211	45	7
Canadian mills			
May 1986	360,919	–	–
May 1985	400,875	–	–
June 1986	324,422	–	–
June 1985	380,209	–	–
U.S. mills			
May 1986	95,481	–	–
May 1985	70,826	–	–
June 1986	89,756	–	–
June 1985	72,537	–	–

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
May 1986	560,318	92,279	118,216	770,813
May 1985	537,392	86,255	121,462	745,109
June 1986	568,763	93,457	144,258	806,478
June 1985	551,376	75,875	112,600	739,851
Six months 1986	3,296,684	541,447	702,116	4,540,247
Six months 1985	3,316,556	513,662	658,095	4,488,313
Increase	-19,872	+27,785	+44,021	+51,934
or decrease	-0.6%	+5.4%	+6.7%	+1.2%
From U.S. mills				
May 1986	413,267	—	30,144	443,411
May 1985	393,415	—	16,611	410,026
June 1986	396,091	—	29,350	425,441
June 1985	382,810	—	23,162	405,972
Six months 1986	2,347,907	—	151,040	2,498,947
Six months 1985	2,337,711	—	137,492	2,475,203
Increase	+10,196	—	+13,548	+23,744
	+0.4%	—	+9.9%	+1.0%
From North American mills				
Six months 1986	5,644,591	541,447	853,156	7,039,194
Six months 1985	5,654,267	513,662	795,587	6,963,516
Increase	-9,676	+27,785	+57,569	+75,678
or decrease	-0.2%	+5.4%	+7.2%	+1.1%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

Farm Belt newspapers prove resourceful in hard times

> *"Newspaper people are like the farmers here: They complain occasionally, but they're not 'hangdog' about it."*

Quite a bit of ingenuity is being displayed by newspapers in the nation's breadbasket as they try to survive the ravages of depressed agricultural prices, farm failures, bank closures and widespread unemployment.

Newspaper owners in the Farm Belt have tried a variety of ways of diversifying to ride out the depressed economy. One small-town publisher bought a frozen yogurt franchise in another community and is "making a bundle," according to one newspaper association staff head. With the profits, he is helping keep his newspaper alive.

Others are somewhat embarrassed to note that ads for auctions of farms and farm equipment are taking up the slack in advertising linage.

In Iowa, at least eight non-dailies have reduced publication schedules from three to two days a week or from two to one. Faced with higher postal rates and decreased advertising, just as newspapers in the Oil Belt [**presstime**, July 1986, p. 85], some have raised subscription prices.

Although some owners of small papers are having a rough time surviving in such states as Iowa, Nebraska, Kansas and Minnesota, most are holding their own. And the newspapers in larger communities are sustaining themselves if not exactly thriving.

"We don't know of any papers that have had to go out of business," said William P. Monroe, executive director of the Iowa Newspaper Association.

Jim Raglin, manager of the Nebraska Press Association, said "newspaper people are like the farmers here: They complain occasionally, but they're not 'hangdog' about it."

The prevailing theme is that newspapers have not been hurt as much as the economy has been hurt. Circulation has stayed constant, according to reports from state press associations. "When times are tough, it seems people read the newspapers," said David L. Furnas, executive director of the Kansas Press Association.

The economic statistics, however, are gloomy. From the Rockies to east of the Mississippi, from Canada to the Gulf Coast, some 20 states in the heartland are suffering. Unemployment throughout the area lingers at about 9 percent. Iowa farmers, with a debt of $16 billion, owe more than the government of Peru. Kansas led the nation last year in bank failures.

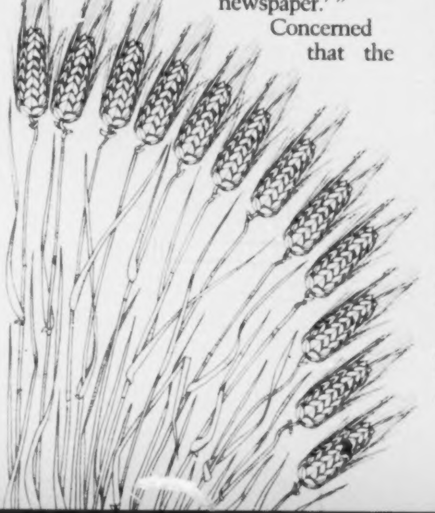
The economic bubble began to burst in the late 1970s. Worldwide demand for farm products dropped at a time when farmers were buying more land and large equipment at high interest rates. They soon found they could not repay the loans, and the downward spiral had begun.

The first ads to disappear from newspaper pages were for farm implements. Farmers stopped buying the equipment, and many stores went belly up, according to Raglin of the Nebraska Press Association. Eventually, he said, entire towns stagnated, and ads for hardware stores, clothing, automobiles, and other goods and services dried up.

"This state has had more bank failures than it had in the Great Depression," he said. "The marketplace is very, very tough in this part of the country, and frankly there's no relief."

Yet, like in Kansas, Nebraska newspapers have not experienced a decline in circulation, said Raglin. "People seem to say 'I have to have that newspaper.' "

Concerned that the outside media's portrayal of the farm problem left an unrealistically negative impression, Joe Hladky, president and publisher of The Gazette Co. in Cedar Rapids, Iowa, enlisted the support of Gov. Terry Branstad and the Iowa Development Commission in a campaign to disseminate accurate information.



In mid-May, a group of newspaper publishers including Hladky, other Iowa businessmen and the governor held a press conference in New York City in which they emphasized the economic strength and diversity of the state's economy.

Most larger papers in the Farm Belt, including his, really aren't being directly hurt, Hladky told **presstime**. Most of the people in Iowa, one of the hardest-hit states, are relatively prosperous. Only 14 percent of Iowa's population is involved in farming, and even most of them are surviving quite well.

What's distressing, Hladky said, is that people—including advertisers—may have the perception that disaster is imminent.

"If they keep on reading all this negative stuff, businessmen will not invest in a new plant, or the national advertisers won't bother to advertise in the papers because they think people haven't any money to spend. Or somebody like Sears will say it's no use to renovate or open that new store," he noted.

In Kansas City, Publisher James H. Hale of the Kansas City Star and Times echoes the words of Hladky. "Obviously, we have had severe problems," he said. "We've lost some major accounts," and "we have had to be more resourceful and innovative."

But by examining the entire operation, making the sales staff more productive and in general making the newspapers more efficient, Hale said, the Kansas City Star and Times have more advertising accounts now than at any time in their history.

In Wichita, where the prolonged slump in the farm economy has been accompanied by a downturn in the aviation industry, business nevertheless continues to be fairly good, said Norman J. Christiansen, president and publisher of The Wichita Eagle-Beacon.

Thus, in a pea pod, Farm Belt newspapers seem to be saying it's been bad for so long that it's no big deal, and survival is almost taken for granted. *—Gene Goltz*

Ranks of independents continue decline with sale of Newport News dailies

BUSINESS ROUND-UP

After weeks of rumors, the sale of Daily Press Inc. of Newport News, Va., to the Tribune Co. of Chicago was announced in mid-July.

The transaction, for $200 million, includes the two Newport News daily newspapers and cable television systems in Newport News and Danville, Va.

Analyst Kevin Gruneich of First Boston Corp., estimated the value of the cable operations at $85 million. This would mean the Tribune Co. paid $115 million for the newspapers, in which case, Gruneich said, it was one of the best bargains of the year. The papers are a monopoly in a growth area, part of the Hampton Roads complex of cities in Tidewater Virginia [presstime, Dec. 1985, p. 51].

Another analyst, Bruce Thorp of Lynch, Jones & Ryan, said a conservative estimate for the cable franchises' worth would be $70 million, but he said the company valued them at around $80 million, which would set the price of the newspapers at $120 million. This, said Thorp, is "pretty much a premium price but not out of line."

The Daily Press, a morning and Sunday paper, has a circulation of 62,138 weekdays and 108,364 Sunday. The Times-Herald has p.m. circulation of 36,468.

The Tribune Co., which has been divesting itself of other cable holdings, said it will likely put the cable businesses on the market shortly. They have about 60,000 subscribers.

The Newport News papers were owned by the Bottom and Van Buren families, who shared equally in the management and board representation. The families reportedly decided to sell because they had been feuding.

Raymond B. Bottom Jr., board chairman and vice president, said other bidders made offers, but he declined to name them. Bottom and William R. Van Buren Jr., president and treasurer, will become vice chairmen.

In other recent business developments:

- Gannett Co. agreed in July to sell The Knoxville Journal to two Gannett executives for what the Journal reported was between $22 and $30 million.

The buyers are Ronald D. McMahan and William C. McKinney. McMahan has been the senior executive officer of the Journal since 1981, and McKinney is publisher of The Reporter, a Gannett paper in Lansdale, Pa.

The Journal was forced to switch from morning to afternoon publication recently after it renewed a joint operating agreement on Jan. 1 with Scripps Howard's Knoxville News-Sentinel.

- Knight-Ridder Inc. in July joined the ranks of companies that have acted to prevent hostile takeovers. The board of directors approved the distribution of one "right" for each share of common stock held. The right gives each shareholder the opportunity of purchasing for $200 a share Knight-Ridder common stock worth twice that amount. That right is triggered if any group acquires 20 percent or more of Knight-Ridder stock, or if any entity commences a tender offer that would result in its holding 30 percent or more of the company.

Further, the shareholder would be entitled to purchase the common stock held by the acquiring company, and that stock would double in value with the exercise of the right.

- Under a settlement announced July 3, Phoebe Cowles will sell all her shares in Cowles Publishing Co. back to the company. She had filed suit, asking for a "fair return" on her ownership of 12.2 percent of the stock in the Spokane company, or that she be allowed to sell it at a fair price [presstime, June 1986, p. 100].

The company did not disclose the price it paid for the stock. Its main holdings are The Spokesman-Review and the Spokane Chronicle.

- The New York Times Co. moved to assure that the firm remains under family control. Subject to stockholder approval, the Sulzberger family agreed in late June to sell Class B shares only to other family members or to the Times Co. The Sulzbergers hold 80 percent of the Class B stock, which has unlimited voting rights and elects 70 percent of the board of directors. If the company were to fail to exercise its option to buy the stock at the prevailing price, the stock prior to sale would be converted into Class A, which has only limited voting rights.

- Phoenix Newspapers Inc. has folded two unprofitable business ventures—its public-access videotex service, Teleguide, in late June and its free-distribution weekly entertainment newspaper, CityLife, in July.

Neither of the businesses had reached the earnings potential required to be profitable, according to William R. Hogan, vice president and general manager of Phoenix Newspapers. CityLife, begun in 1983, had a circulation of 115,000 [presstime, June 1986, p. 14]. Teleguide, started in 1984, had terminals located in 100 locations throughout the Phoenix area [presstime, Aug. 1984, p. 10]. ☐

Recent acquisitions

Arlin Albrecht of Red Wing, Minn., is acquiring Red Wing Publishing Co. which includes the Red Wing Republican Eagle, daily circulation 8,722, and The Daily Journal of International Falls, Minn., circulation 5,134.

Donrey Media Group of Fort Smith, Ark., acquired The Athens (Texas) Review, circulation 7,269.

Gloucester (N.J.) Suburban Newspapers Inc. acquired The Morning News, Blackfoot, Idaho, daily circulation 7,203.

Worcester (Mass.) Telegram and Gazette Inc. is acquiring the Daily Item, Clinton, Mass., circulation 4,183. ☐

Ad shortage forces Texas Weekly demise

The shifting fortunes of Sunday magazines have claimed another victim—Texas Weekly. It suspended publication July 27 after less than one year of life.

Launched by Harte-Hanks Communications Inc. in September 1985, Texas Weekly was an attempt to stake out new territory—statewide readership, rather than the national reach of Parade and USA Weekend or the localized audience for magazines produced by individual newspapers.

At its height, Texas Weekly was distributed by 27 newspapers, about half owned by Harte-Hanks, and had a circulation of 573,291, larger than any other Sunday magazine in the state [presstime, April 1986, p. 13].

Harte-Hanks spokesmen said the magazine's failure to get sufficient advertising was attributable in part to the current economic crisis in oil-dependent states like Texas [presstime, July 1986, p. 85]. ☐

Evening-to-morning conversions number 105 since 1976

The number of U.S. daily newspapers that have converted from p.m. to a.m. over the past 10 years has passed the century mark, according to ANPA files.

The latest to make the switch is the Port Arthur (Texas) News. It ceased publishing afternoons Monday through Friday and became a seven-days-a-week morning paper on July 7.

That makes 105 that have joined the trend since The Modesto (Calif.) Bee converted to a.m. in October 1976.

One week before the Port Arthur switch, The Daily Report in Ontario, Calif., went from p.m. to a.m., as did two Knight-Ridder papers in Florida on June 16: the Boca Raton News and the News of Delray Beach.

Another daily, facing a rare problem, plans to join in the swing to a.m. publication on Sept. 2.

The Ketchikan (Alaska) Daily News currently comes out after the last air taxi departs town at 1:30 p.m.. This means readers in outlying areas do not receive the Ketchikan paper until the next morning—about the same time the morning Seattle Post-Intelligencer arrives, also by air.

With morning publication, the Daily News will be able to deliver the paper the same day, meeting the challenge of both the Post-Intelligencer and the Anchorage Daily News, which arrives in the afternoon, said Ketchikan's president and publisher, Lew M. Williams.

In a related development, The Forum of Fargo, N.D., went from all-day to mornings-only publication on June 2. The Forum had published three morning and two afternoon editions Monday through Friday, and morning editions on Saturday and Sunday.

Earlier this year, two other newspapers suspended their p.m. editions, but another paper added one [presstime, March 1986, p. 69]. ☐

Journal Co. issues comprehensive ethics code

The Journal Co. of Milwaukee says it may be the first diversified communications company to publish a comprehensive code of ethics for its employees.

The code supplements policies that already exist in various divisions of the company, including The Milwaukee Journal and Milwaukee Sentinel. What is new, company spokesmen say, is that the 18-page booklet presents the company's basic principles in clear, "layman's" language.

The booklet includes sections on loyalty to the employee-owned company, conflicts of interest, political involvement, handling of confidential information and use of corporate assets. It also addresses relationships with customers, suppliers, competitors, news sources and colleagues. ☐

More minority job fairs scheduled

Three major total-newspaper job fairs for minorities are scheduled during the next six months.

Sponsored by the Task Force on Minorities in the Newspaper Business, they will be held in conjunction with previously scheduled job fairs.

The task force, made up of representatives from 31 newspaper-related organizations, is working to increase the number of minorities in non-editorial departments. Its job fairs are intended to complement the efforts of other organizations, most of which have been concerned with increasing minority employment on the editorial side.

The schedule is:

- Oct. 16-18, Boston, with the American Society of Newspaper Editors
- Jan. 15-17, Louisville, with ASNE
- Feb. 6-7, Los Angeles, with the California Chicano News Media Association.

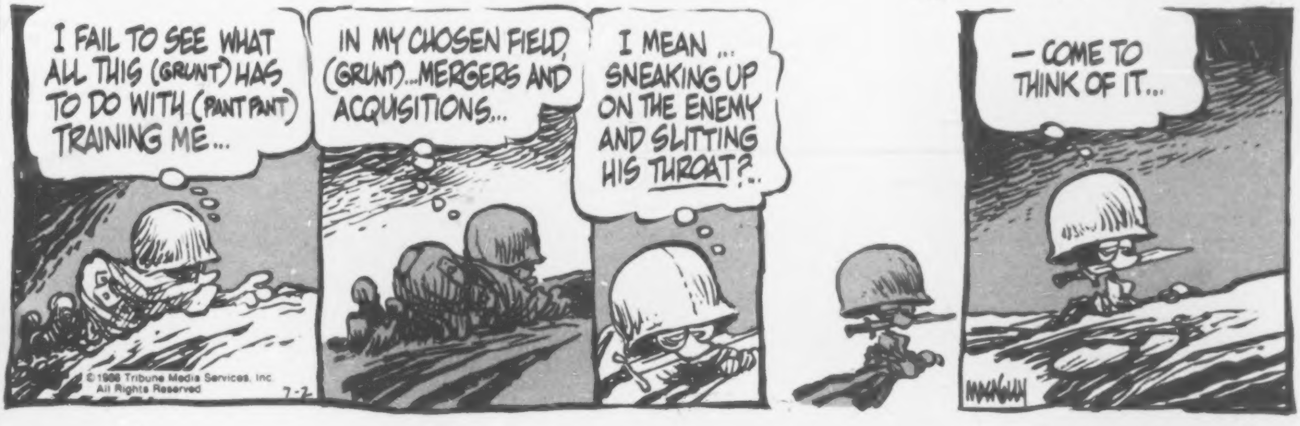
Another total-newspaper job fair sponsored by the task force is tentatively scheduled for March 1987 in Washington, D.C.

Although these are the first job fairs to be sponsored directly by the task force, several participating organizations sponsored a "total newspaper" fair in Atlanta in 1985. Also last year, ASNE sponsored a minority job fair in Hartford that was not limited to editorial employment.

For additional information, contact ANPA Minority Projects Coordinator Terri Dickerson-Jones at The Newspaper Center in Reston, Va. ☐

'Shoe'

By Jeff MacNelly


I FAIL TO SEE WHAT ALL THIS (GRUNT) HAS TO DO WITH (PANT PANT) TRAINING ME...
IN MY CHOSEN FIELD, (GRUNT)...MERGERS AND ACQUISITIONS...
I MEAN ... SNEAKING UP ON THE ENEMY AND SLITTING HIS THROAT?..
—COME TO THINK OF IT...
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7-2
MACNELLY

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WHAT'S BLACK AND WHITE AND GRAY ALL OVER?

TH HRONICLE

A story that needs the libel coverage of Mutual Insurance.

Because the truth is often neither black nor white, but a lot of gray, libel suits have become an unpleasant fact in the newspaper business. And because a single unfavorable ruling can mean financial disaster, more and more newspapers are turning to The Mutual Insurance Company of Hamilton, Bermuda, for the protection that libel insurance provides.

During the twenty-five years that Mutual has served the unique insurance needs of the newspaper industry, Mutual has handled more than 4,500 suits in the libel field. Only Mutual has the experience and the policies to provide complete protection against loss due to libel suits.

Mutual offers ANPA-member publications libel insurance that provides punitive damage coverage across the United States. A policy from Mutual pays up to 10 million dollars per occurrence, rather than an annual aggregate. With low deductibles to minimize your loss, a libel insurance policy from Mutual is your best protection when the black and white of a news story turns to gray.

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Press associations: changes in command

The **Newspaper Purchasing Management Association**, at its annual conference May 11-14 in Omaha, elected the following new officers:

- *President*—Robert M. Comer, Dayton (Ohio) Newspapers Inc.
- *First Vice President*—Stephan S. Grant Jr., Fort Lauderdale News and Sun-Sentinel Co.
- *Second Vice President*—Raymond F. Burnett, USA Today, Arlington, Va.
- *Secretary*—James O. Dunning, San Francisco Newspaper Agency
- *Treasurer*—W. Kent McCall, Kansas City Star Co.

The **National Newspaper Publishers Association**, at its annual convention June 18-21 in Winston-Salem, N.C., elected the following new officers:

- *Second Vice President*—Patricia O. Thomas, The Milwaukee Community Journal
- *Secretary*—Jane E. Woods, St. Louis Sentinel

Suburban Newspapers of America, at its summer management conference June 3-6 in New Orleans, elected the following new officers:

- *President*—William Canino, Sentinel Publishing Co., East Brunswick, N.J.
- *First Vice President*—Stephen Rose, Sun Publications, Overland Park, Kan.
- *Second Vice President*—Lewis S. Fisher, Fisher Publications, San Antonio
- *Secretary*—Christopher Larsen, Imprint Inc., West Hartford, Conn.
- *Treasurer*—William G. Starks, Centralia (Ill.) Sentinel

The **Association of Newspaper Classified Advertising Managers**, at its annual sales conference June 22-26 in Chicago, elected the following new officers:

- *President*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *President-elect*—James T. Conner, Morning Advocate and State-Times, Baton Rouge
- *Second Vice President*—Bill D. Horton, Fort Worth Star Telegram
- *Third Vice President*—Ronald G. Beach, San Jose Mercury News
- *Secretary/Treasurer*—Nancy O'Connell, The Providence Journal

Investigative Reporters & Editors, at its annual national conference June 26-29 in Portland, Ore., elected the following new officers:

- *Executive Committee Chairman*—Tom Renner, Newsday, Long Island, N.Y.
- *President*—Joe Rigert, Minneapolis Star and Tribune
- *Vice President*—Mary Hargrove, The Tulsa Tribune
- *Secretary*—Edward DeLaney, Barnes & Thornburg, Indianapolis
- *Treasurer*—Mike Grim, Richmond Times-Dispatch

The **Newspaper Personnel Relations Association**, at its annual conference June 22-25 in Vail, Colo., elected the following new officers:

- *President*—Alvin Miller, The Record, Hackensack, N.J.
- *Vice President and President-elect*—A. N. (Nelder) Dawson Jr., Alexandria (La.) Daily Town Talk
- *Secretary/Treasurer*—Terry T. Travelstead, USA Today, Arlington, Va.

The **International Circulation Managers Association**, at its annual sales conference June 29-July 2 in Seattle, elected the following new officers:

- *President*—Richard J. Lakus, Worcester (Mass.) Telegram and The Evening Gazette
- *Executive Vice President*—David Thomas, The Courier-Journal and The Louisville Times
- *First Vice President*—Carlton Rosenberg, Gannett Co. Inc., Arlington, Va.
- *Second Vice President*—Ron Myatt, Rocky Mountain News, Denver

Future ANPA Meetings

Convention		Conference & Exposition
New York City, May 4-6	1987	Las Vegas, June 6-10
Honolulu, April 25-27	1988	Atlanta, June 11-15
Chicago, April 24-26	1989	New Orleans, June 10-14
Los Angeles, April 23-25	1990	Miami Beach or Dallas, June 9-13
New York City, April 22-24	1991	Miami Beach or Las Vegas, June 8-12
Vancouver, April 20-22	1992	Atlanta, June 6-10

Nixon speech most popular event at Convention

Former President Richard M. Nixon's address at the Associated Press annual lunch received the highest rating of any segment of the 1986 ANPA Convention, according to a post-Convention survey of attendees.

In the mailed questionnaire, Convention-goers were asked to indicate which sessions were most valuable to them, using a scale of 1 to 6. Also highly rated were author Jonathan Kozol's speech about illiteracy, the mock libel trial, author Thomas J. Peters' talk about U.S. business and the panel discussion on the space shuttle tragedy [presstime, May 1986, p. 36].

Of the 260 respondents, 250 favored the Convention's returning to San Francisco in the future. ☐

Former staff member Paul Kruglinski dies

Paul V. Kruglinski, 38, presstime technical writer from March 1983 until earlier this year when he was placed on long-term disability because of illness, died Sunday, July 13, in Toms River, N.J.

He was a pressman by trade who later graduated from San Francisco State University with a bachelor's degree in journalism. He was a reporter for the Ocean County (N.J.) Reporter prior to joining presstime.

Surviving are his wife, Roberta, and a son, Matthew. The family has said memorial contributions may be made to the American Cancer Society, 346 Maple Ave. East, Vienna, Va. 22180. ☐

New members

The Mercury

Pottstown, Pa. (circulation 28,398). H. L. Schwartz III, publisher.

THE ALGONA Upper Des Moines

Algona, Iowa (circulation 6,000). Dennis Waller, publisher.

ANPA *Calendar*

AUGUST

ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee meeting
University of Oklahoma, Norman, Aug. 3

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 18-22

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-7

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation Newspaper in Education Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 15-19

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 16

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C., Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C., Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk, Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Sept. 29-Oct. 3

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

ANPA Labor Relations Seminar
Hyatt Regency Minneapolis, Oct. 15-17

presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., Oct. 16

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Laurel Point Inn, Victoria, British Columbia, Oct. 16-17

ANPA Creative Marketing Strategies Conference
Hyatt Regency O'Hare, Chicago, Oct. 16-17

ANPA

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over-set

As smoke clears, a Baltimore bargain becomes apparent

When The Times Mirror Co. of Los Angeles purchased The Baltimore Sun newspapers and two television stations in May, some observers and analysts tsk-tsked that the $600-million price tag was a mite stiff. It was generally agreed that the price could be broken down to $450 million for the newspapers—The Sun and The Evening Sun—and $150 million for WMAR-TV in Baltimore and WLRH-TV in Richmond, Va.

But eyebrows were raised when Times Mirror subsequently sold the two TV stations for an estimated $208 million to the Gillett Group Inc. of Nashville.

This meant, in effect, that Times Mirror had paid $50 million less for the newspapers than previously estimated.

Newspaper analysts say monopoly papers have been selling for 2.9 times revenues and as much as $1,300 per subscriber. With Sun circulation at 356,927 daily and 427,785 Sunday as of March 31, Times Mirror got the prosperous Sunpapers for 2.3 times 1985 revenues and only about $1,068 per subscriber.

Newspaper numbers

12—percent of 1985 journalism school graduates who were unemployed four months after completing their education.

20—percent of newspaper readers who read more than one paper every day.

124—number of U.S. Sunday newspapers selling for $1 or more at the end of 1985.

1,196,556—number of metric tons of newsprint consumed by California daily newspapers in 1985. By contrast, Wyoming dailies used 5,997 tons.

Chronicle
Chronicle
Chronicle
Chronicle
Houston Chronicle

A newspaper's design involves much more than the front page

When a newspaper decides to spruce up and change its colors, the logistics are considerable, as dailies in Houston and in Toronto can attest.

The Houston Chronicle enlisted an advertising agency to come up with a total new look that features new vending machines of four different colors.

The 3,000 new coin-operated racks are shining black, with a bar of either blue, green, magenta or reddish orange. In going to the multicolored scheme, Chronicle executives say they believe it will make a pleasant contrast to have one color on one block, another color on the next block, etc.

Over the next six months, the Chronicle will refurbish 3,000 older racks in the new color scheme. And the new look is being extended to billboards and perhaps to delivery vehicles.

In Canada, meanwhile, The Globe and Mail is repainting about 30,000 vending machines in addition to 16,000 signs at dealer outlets and about a dozen delivery vehicles.

The Globe and Mail
Report on Business
The Reading Edge

The newsracks had been a bright orange; the new colors are a subdued gray and blue.

Circulation Director Nick Russo says the new look "is more contemporary and understated (and) better reflects The Globe's stature as Canada's newspaper of record and the nation's leading business journal."

Knighthood for a publisher

Much of the British press makes a point of sensationalizing the lives of British royalty. As a result, word has it that Her Highness and family are not especially enthralled with many media subjects.

There are notable exceptions, however.

Gordon Linacre, deputy chairman and chief executive of United Newspapers of London, will be knighted for his "services to the press."

Queen Elizabeth II will officially "dub" Sir Gordon a knight at a date yet to be announced.

Linacre is president of the International Federation of Newspaper Publishers. The organization's newly elected first vice president is K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass.

Display ads

The American Advertising Museum, believed to be the only museum devoted exclusively to the history of advertising, opened June 26 in Portland, Ore.

It contains more than 5,000 print ads dating from 1683, along with radio and TV commercials. The Oregon Newspaper Publishers Association and the Oregonian Publishing Co. in Portland were among the chief benefactors of the 6,000-square-foot museum, each contributing $10,000.

Elsewhere, a newspaper museum was dedicated May 1 at the North Dakota State School of Science in Wahpeton in conjunction with the 100th anniversary convention of the North Dakota Newspaper Association. The project is sponsored by NDSSS, NDNA and the NDNA Education Foundation.

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